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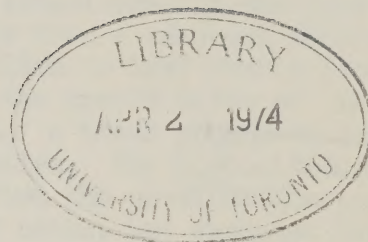


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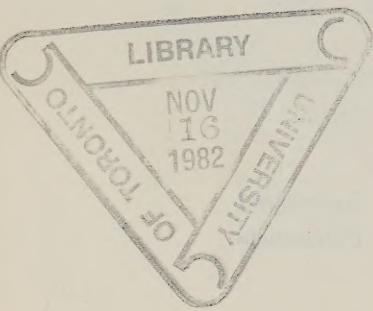
**RETAIL CONSUMER CREDIT**Government
Publications**FIRST QUARTER, 1954***Published by Authority of*

The Right Honourable C. D. Howe, Minister of Trade and Commerce

*Canada***DOMINION BUREAU OF STATISTICS**

Industry and Merchandising Division

Merchandising and Services Section



RTAIL CONSUMER CREDIT
FIRST QUARTER 1984

DOMINION BUREAU OF STATISTICS
ECONOMIC AND SOCIAL DEVELOPMENT
CANADA

RETAIL CONSUMER CREDIT

Cash sales for the first quarter of 1954 declined seasonally to \$1,704.6 million from the record high level of \$2,241.5 million established in the fourth quarter of last year. Credit sales, however, showed more than a seasonal decline to \$772.9 million for the current quarter from \$931.1 million in last year's final quarter. Comparison of the current credit sales with the credit sales of last year's first quarter indicated a decline of six per cent, a trend common to both instalment and charge sales. Despite the decrease in sales, the composition of the average retail consumer dollar showed little change from the previous quarter. The cash sales' portion decreased from 70.4 cents to 68.8 cents, but exceeded last year's first quarter portion of 67.2 cents. Conversely, current credit sales, both instalment and charge, represented 31.2 cents of the average retail consumer dollar as opposed to 29.6 cents in the previous quarter, but remained below the record high of 32.8 cents established in last year's initial quarter.

Type of Sale	Sales - First Quarter		
	1953	1954	% Change 1954/1953
	(millions of dollars)		
Cash	1,682.4	1,704.6	+ 1.3
Instalment	287.5	260.4	- 9.4
Charge	533.0	512.5	- 3.8

The increase in cash sales over last year's first quarter was common to only four of the thirteen trades specified in this publication. These four trades, motor vehicle dealers, independent grocery and combinations stores, coal and wood dealers and garages and filling stations showed gains of 0.8 per cent, 4.0 per cent, 6.9 per cent and 6.1 per cent respectively, representing a total increase of \$17.0 million. Of the other nine specified trades, cash sales of furniture stores showed the largest percentage decline of 11.4 per cent and women's clothing stores the largest absolute decline of \$4.0 million.

Charge sales, compared to last year's first quarter were 9.4 per cent lower. Only five of the thirteen specified trades showed increments, department stores with 1.0 per cent, men's clothing with 18.6 per cent, hardware with 0.8 per cent, coal and wood dealers with 17.8 per cent and garages and filling stations with 3.9 per cent. The combined gain of \$8.9 million for these five trades was very much outweighed by the \$20.1 million or 16.1 per cent decline in charge sales of motor vehicle dealers.

First quarter instalment sales, when compared with the estimates for the same period last year, showed a \$27.1 million or 9.4 per cent decrease. Although family clothing stores reported the largest proportionate decline of 23.3 per cent, the largest absolute decline of \$23.6 million occurred in the motor vehicle dealer trade. Only three of the nine specified trades extending this form of credit experienced increases in instalment sales. Department stores showed a gain of 7.0 per cent, hardware stores 18.2 per cent and jewellery stores 8.8 per cent.

Customers' accounts receivable on the books of retailers as at March 31, 1954 exceeded the receivables on the corresponding date of last year by 8.5 per cent. This increase was common to both charge and instalment accounts receivable thereby establishing record high first quarter levels of \$429.6 million and \$269.2 million respectively. This increase in accounts receivable, despite the decline in both types of first quarter credit sales, is a continuation of a trend which commenced in the third quarter last year. The condition whereby accounts receivable increased despite a decline in credit sales is caused by one or a combination of the following retail management policy changes; a lowering of down-payment, extension of repayment periods or refinancing of old accounts.

Note: The sales and receivables data in this report have not yet been revised to correspond with the "Retail Trade" bulletins which have been revised to the 1951 Census.

FIRST QUARTER - SALES AND TOTAL ACCOUNTS RECEIVABLE - 1953 and 1954

Trade	Cash Sales			Instalment Sales		
	1953	1954	% Change	1953	1954	% Change
Total, All Trades	1,682.4	1,704.6	+ 1.3	287.5	260.4	- 9.4
Department	131.9	131.4	- 0.4	28.7	30.7	+ 7.0
Motor Vehicle	232.1	233.9	+ 0.8	159.1	135.5	- 14.8
Men's Clothing	30.5	27.2	- 10.8	2.1	1.9	- 9.5
Family Clothing	27.6	24.9	- 9.8	3.0	2.3	- 23.3
Women's Clothing	36.9	32.9	- 10.8	0.6	0.5	- 16.7
Hardware	23.7	22.2	- 6.3	2.2	2.6	+ 18.2
Furniture	16.6	14.7	- 11.4	21.6	20.0	- 7.4
Appliance & Radio	15.9	15.2	- 4.4	21.0	20.9	- 0.5
Jewellery	9.6	9.4	- 2.1	3.4	3.7	+ 8.8
Grocery & Combination (Independent)	199.5	207.4	+ 4.0	-	-	-
Country General	75.9	75.5	- 0.5	-	-	-
Coal and Wood	26.2	28.0	+ 6.9	-	-	-
Garages & Filling Stations	90.2	95.7	+ 6.1	-	-	-

Percentage composition: The trend in the proportion of cash to total sales continued with the usual first quarter decline to 68.3 per cent from 70.7 per cent in the fourth quarter of last year. Charge sales almost entirely compensated for this decline with an increment from 19.2 to 20.7 per cent of the respective total sales for the fourth quarter of last year and the current quarter whereas instalment sales increased only from 10.4 per cent to 10.5 per cent. Within the trades, only four of the thirteen specified showed an increase in the proportion of cash to total sales from last year's final quarter to the current first quarter. Accompanying increases in charge sales proportions occurred for both department stores and motor vehicle dealers. Jewellery stores experienced a compensating decline in both forms of credit and coal and wood dealers, who do not extend instalment credit, showed a subsequent decline in the proportion of charge to total sales.

Instalment sales, as far as possible, include only those sales made under conditional sales agreement with a recovery clause.

Charge sales include specialized types as revolving charge and budgetted charge accounts.

Figures for Newfoundland firms are not included in the results of these quarterly surveys.

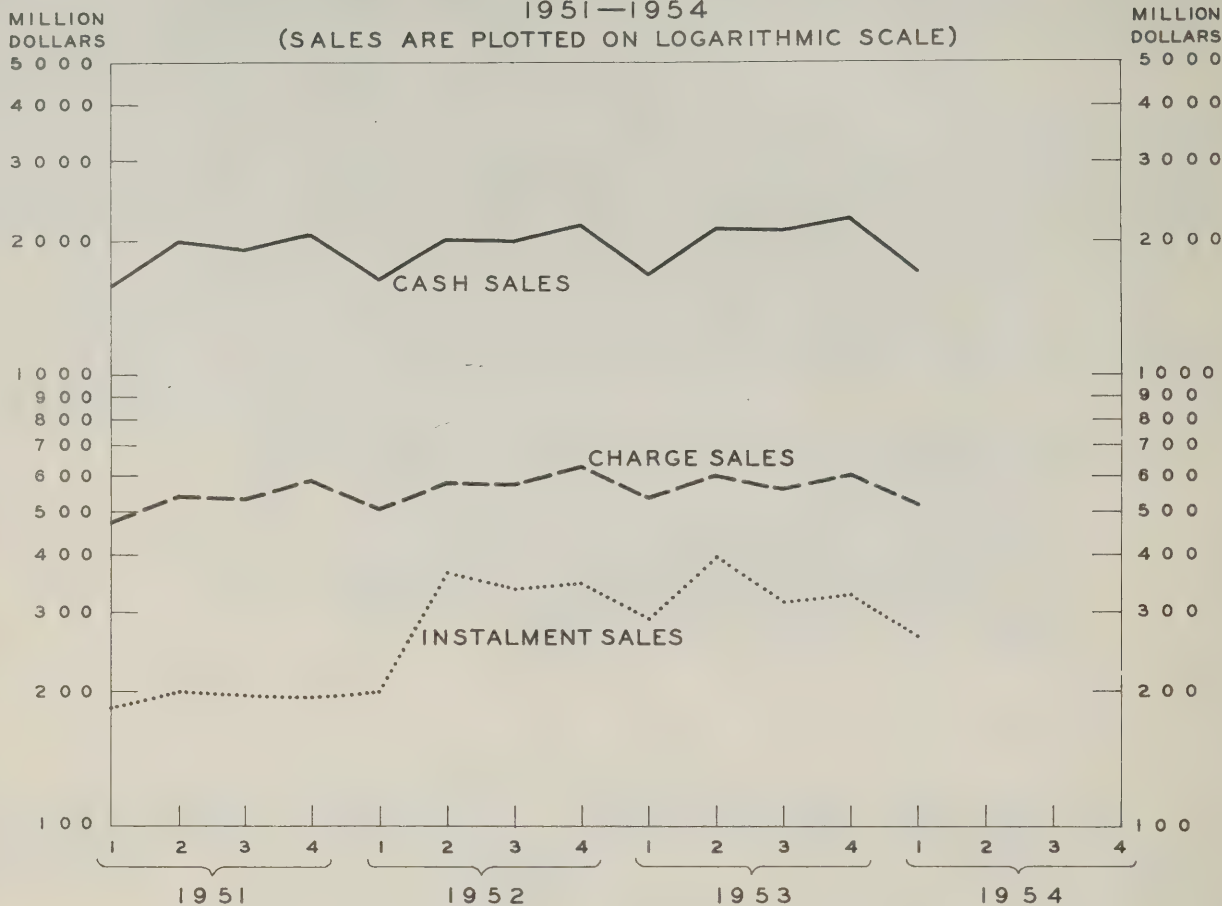
WITH PERCENTAGE CHANGE, BY TRADES.

(Sales in millions of dollars)

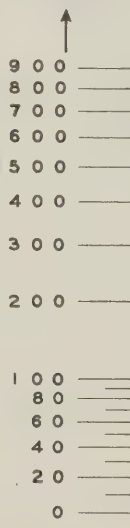
Charge Sales			Total Receivables			Trade
1953	1954	% Change	1953	1954	% Change	
533.0	512.5	- 3.8	644.0	698.8	+ 8.5	Total, All Trades
41.9	42.3	+ 1.0	123.5	142.3	+ 15.2	Department
124.7	104.6	- 16.1	88.9	84.1	- 5.4	Motor Vehicle
7.0	8.3	+ 18.6	11.7	15.7	+ 34.2	Men's Clothing
6.5	6.2	- 4.6	13.5	14.2	+ 5.2	Family Clothing
8.3	6.8	- 18.1	10.6	10.7	+ 0.9	Women's Clothing
12.5	12.6	+ 0.8	18.8	19.1	+ 1.6	Hardware
5.9	5.8	- 1.7	54.8	59.6	+ 8.8	Furniture
9.9	9.3	- 6.1	45.6	55.2	+ 21.1	Appliance & Radio
3.0	2.8	- 6.7	9.8	11.3	+ 15.3	Jewellery
						Grocery & Combination
63.8	60.9	- 4.5	26.7	27.5	+ 3.0	(Independent)
30.8	30.3	- 1.6	30.4	33.1	+ 8.9	Country General
33.1	39.0	+ 17.8	24.1	26.3	+ 9.1	Coal and Wood
						Garages & Filling
30.6	31.8	+ 3.9	28.6	31.0	+ 8.4	Stations

RETAIL CONSUMER CREDIT CASH, CHARGE AND INSTALMENT SALES BY QUARTERS 1951-1954

(SALES ARE PLOTTED ON LOGARITHMIC SCALE)



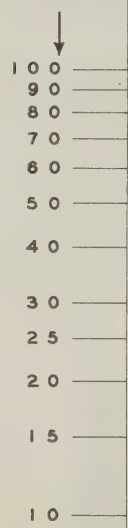
SCALE OF INCREASE
IN PERCENT



SCALE OF DECREASE
IN PERCENT



SCALE OF COMPARISON
IN PERCENT

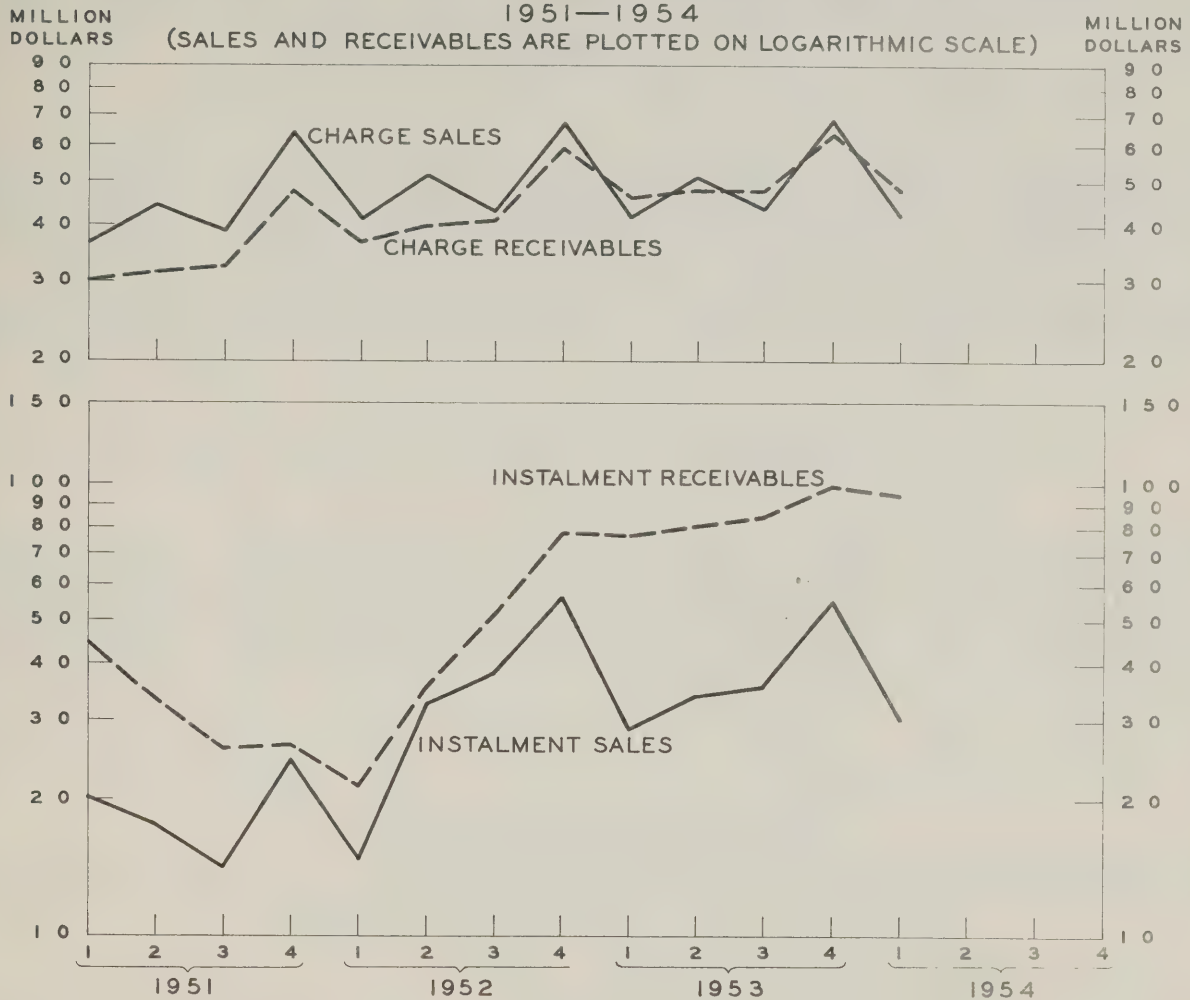


RETAIL CONSUMER CREDIT

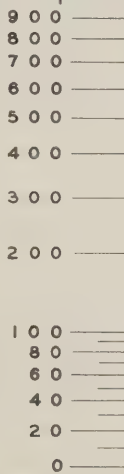
DEPARTMENT STORE CREDIT SALES AND RECEIVABLES BY QUARTERS

1951—1954

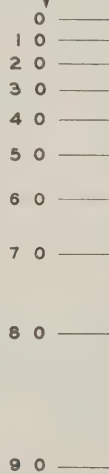
(SALES AND RECEIVABLES ARE PLOTTED ON LOGARITHMIC SCALE)



SCALE OF INCREASE IN PERCENT



SCALE OF DECREASE IN PERCENT



SCALE OF COMPARISON IN PERCENT



**Table 1. - Total, All Trades
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	1,682.4	287.5	533.0	2,502.9	230.4	413.6	644.0
Apr.-June ...	2,135.5	400.6	599.8	3,135.9	242.8	436.1	678.9
July-Sept. ..	2,105.9	316.1	568.5	2,990.5	251.9	433.6	685.5
Oct.-Dec. ...	2,234.4	328.9	609.3	3,172.6	287.3	466.7	754.0
1954-Jan.-Mar. (1)	1,704.6	260.4	512.5	2,477.5	269.2	429.6	698.8
Percentage Composition							
1953-Jan.-Mar. ...	67.2	11.5	21.3	100.0	35.8	64.2	100.0
Apr.-June ...	68.1	12.8	19.1	100.0	35.8	64.2	100.0
July-Sept. ..	70.4	10.6	19.0	100.0	36.7	63.3	100.0
Oct.-Dec. ...	70.4	10.4	19.2	100.0	38.1	61.9	100.0
1954-Jan.-Mar. (1)	68.8	10.5	20.7	100.0	38.5	61.5	100.0

**Table 2. - Department Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	131.9	28.7	41.9	202.5	77.6	45.9	123.5
Apr.-June ...	155.2	34.0	51.0	240.2	80.6	47.7	128.3
July-Sept. ..	139.3	35.9	43.5	218.7	84.2	47.7	131.9
Oct.-Dec. ...	220.0	55.1	68.8	343.9	98.8	64.0	162.8
1954-Jan.-Mar. (1)	131.4	30.7	42.3	204.4	94.4	47.9	142.3
Percentage Composition							
1953-Jan.-Mar. ...	65.1	14.2	20.7	100.0	62.8	37.2	100.0
Apr.-June ...	64.6	14.2	21.2	100.0	62.8	37.2	100.0
July-Sept. ..	63.7	16.4	19.9	100.0	63.8	36.2	100.0
Oct.-Dec. ...	64.0	16.0	20.0	100.0	60.7	39.3	100.0
1954-Jan.-Mar. (1)	64.3	15.0	20.7	100.0	66.3	33.7	100.0

(1) Preliminary.

**Table 3. - Motor Vehicle Dealers
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	otal
Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	232.1	159.1	124.7	515.9	8.4	80.5	88.9
Apr.-June ...	357.4	239.8	141.3	738.5	9.3	89.6	98.9
July-Sept. ..	281.9	167.5	122.4	571.8	8.3	85.4	93.7
Oct.-Dec. ...	224.8	144.3	104.4	473.5	7.5	75.0	82.5
1954-Jan.-Mar. (1)	233.9	135.5	104.6	474.0	7.8	76.3	84.1
Percentage Composition							
1953-Jan.-Mar. ...	45.0	30.8	24.2	100.0	9.4	90.6	100.0
Apr.-June ...	48.4	32.5	19.1	100.0	9.4	90.6	100.0
July-Sept. ..	49.3	29.3	21.4	100.0	8.9	91.1	100.0
Oct.-Dec. ...	47.5	30.5	22.0	100.0	9.1	90.9	100.0
1954-Jan.-Mar. (1)	49.3	28.6	22.1	100.0	9.3	90.7	100.0

**Table 4. - Men's Clothing Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	30.5	2.1	7.0	39.6	3.1	8.6	11.7
Apr.-June ...	37.8	2.6	9.5	49.9	3.1	10.8	13.9
July-Sept. ..	30.4	2.0	6.7	39.1	3.0	9.7	12.7
Oct.-Dec. ...	49.8	3.5	13.2	66.5	3.9	14.5	18.4
1954-Jan.-Mar. (1)	27.2	1.9	8.3	37.4	3.4	12.3	15.7
Percentage Composition							
1953-Jan.-Mar. ...	77.0	5.4	17.6	100.0	26.5	73.5	100.0
Apr.-June ...	75.8	5.1	19.1	100.0	22.3	77.7	100.0
July-Sept. ..	77.5	5.2	17.3	100.0	23.6	76.4	100.0
Oct.-Dec. ...	74.9	5.2	19.9	100.0	21.2	78.8	100.0
1954-Jan.-Mar. (1)	72.6	5.2	22.2	100.0	21.7	78.3	100.0

(1) Preliminary.

Table 5. - Family Clothing Stores
Sales and Accounts Receivable

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	27.6	3.0	6.5	37.1	4.8	8.7	13.5
Apr.-June ...	35.8	3.4	8.4	47.6	4.9	9.1	14.0
July-Sept. ..	32.4	2.3	6.2	40.9	4.2	8.4	12.6
Oct.-Dec. ...	45.2	4.5	10.4	60.1	5.2	11.6	16.8
1954-Jan.-Mar. (1)	24.9	2.3	6.2	33.4	4.0	10.2	14.2
Percentage Composition							
1953-Jan.-Mar. ...	74.2	8.2	17.6	100.0	35.6	64.4	100.0
Apr.-June ...	75.1	7.2	17.7	100.0	35.0	65.0	100.0
July-Sept. ..	79.3	5.6	15.1	100.0	33.3	66.7	100.0
Oct.-Dec. ...	75.2	7.4	17.4	100.0	31.0	69.0	100.0
1954-Jan.-Mar. (1)	74.7	6.7	18.6	100.0	28.2	71.8	100.0

Table 6. - Women's Clothing Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	36.9	0.6	8.3	45.8	0.8	9.8	10.6
Apr.-June ...	45.4	0.5	8.2	54.1	0.7	9.2	9.9
July-Sept. ..	38.9	0.5	6.6	46.0	0.7	9.1	9.8
Oct.-Dec. ...	53.4	0.6	9.1	63.1	0.7	10.4	11.1
1954-Jan.-Mar. (1)	32.9	0.5	6.8	40.2	0.7	10.0	10.7
Percentage Composition							
1953-Jan.-Mar. ...	80.5	1.4	18.1	100.0	7.5	92.5	100.0
Apr.-June ...	84.0	0.9	15.1	100.0	7.1	92.9	100.0
July-Sept. ..	84.6	1.0	14.4	100.0	7.1	92.9	100.0
Oct.-Dec. ...	84.6	1.0	14.4	100.0	6.3	93.7	100.0
1954-Jan.-Mar. (1)	81.7	1.3	17.0	100.0	6.5	93.5	100.0

(1) Preliminary.

**Table 7. - Hardware Stores
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	23.7	2.2	12.5	38.4	2.4	16.4	18.8
Apr.-June ...	35.6	3.2	20.9	59.7	2.4	21.2	23.6
July-Sept. ..	35.3	3.3	19.8	58.4	2.6	19.9	22.5
Oct.-Dec. ...	39.5	3.0	19.3	61.8	2.8	19.8	22.6
1954-Jan.-Mar. (1)	22.2	2.6	12.6	37.4	3.1	16.0	19.1
Percentage Composition							
1953-Jan.-Mar. ...	61.8	5.7	32.5	100.0	12.8	87.2	100.0
Apr.-June ...	59.6	5.4	35.0	100.0	10.2	89.8	100.0
July-Sept. ..	60.6	5.5	33.9	100.0	11.6	88.4	100.0
Oct.-Dec. ...	64.0	4.8	31.2	100.0	12.4	87.6	100.0
1954-Jan.-Mar. (1)	59.3	7.0	33.7	100.0	16.2	83.8	100.0

**Table 8. - Furniture Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	16.6	21.6	5.9	44.1	47.0	7.8	54.8
Apr.-June ...	20.4	27.0	8.1	55.5	48.9	8.0	56.9
July-Sept. ..	18.3	25.2	7.0	50.5	49.7	8.2	57.9
Oct.-Dec. ...	22.6	26.7	8.2	57.5	53.3	9.0	62.3
1954-Jan.-Mar. (1)	14.7	20.0	5.8	40.5	52.3	7.3	59.6
Percentage Composition							
1953-Jan.-Mar. ...	37.7	48.9	13.4	100.0	85.8	14.2	100.0
Apr.-June ...	36.8	48.6	14.6	100.0	85.9	14.1	100.0
July-Sept. ..	36.2	49.9	13.9	100.0	85.8	14.2	100.0
Oct.-Dec. ...	39.3	46.5	14.2	100.0	85.6	14.4	100.0
1954-Jan.-Mar. (1)	36.4	49.3	14.3	100.0	87.8	12.2	100.0

(1) Preliminary.

**Table 9. - Household Appliance and Radio Stores
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	15.9	21.0	9.9	46.8	36.0	9.6	45.6
Apr.-June ...	14.5	22.6	9.0	46.1	41.0	8.6	49.6
July-Sept. ..	13.9	19.8	8.5	42.2	45.3	9.1	54.4
Oct.-Dec. ...	19.1	26.3	10.9	56.3	50.3	10.6	60.9
1954-Jan.-Mar. (1)	15.2	20.9	9.3	45.4	44.6	10.6	55.2
Percentage Composition							
1953-Jan.-Mar. ...	33.9	44.9	21.2	100.0	78.9	21.1	100.0
Apr.-June ...	31.5	48.9	19.6	100.0	82.7	17.3	100.0
July-Sept. ..	32.9	46.8	20.3	100.0	83.3	16.7	100.0
Oct.-Dec. ...	34.0	46.7	19.3	100.0	82.6	17.4	100.0
1954-Jan.-Mar. (1)	33.5	46.0	20.5	100.0	80.8	19.2	100.0

**Table 10. - Jewellery Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	9.6	3.4	3.0	16.0	7.7	2.1	9.8
Apr.-June ...	11.5	4.1	3.7	19.3	7.0	2.3	9.3
July-Sept. ..	12.2	4.9	3.2	20.3	7.3	2.3	9.6
Oct.-Dec. ...	19.6	8.8	6.5	34.9	11.6	4.4	16.0
1954-Jan.-Mar. (1)	9.4	3.7	2.8	15.9	9.1	2.2	11.3
Percentage Composition							
1953-Jan.-Mar. ...	60.2	21.0	18.8	100.0	78.6	21.4	100.0
Apr.-June ...	59.4	21.3	19.3	100.0	75.3	24.7	100.0
July-Sept. ..	60.1	24.1	15.8	100.0	76.0	24.0	100.0
Oct.-Dec. ...	56.2	25.2	18.6	100.0	72.5	27.5	100.0
1954-Jan.-Mar. (1)	58.7	23.4	17.9	100.0	80.5	19.5	100.0

(1) Preliminary.

Table 11. - Grocery and Combination Stores (Independent)
Sales and Accounts Receivable
(in millions of dollars)

13

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
1953-Jan.-Mar.	199.5	75.8	63.8	24.2	263.3	26.7
Apr.-June	224.9	76.3	69.9	23.7	294.8	29.1
July-Sept.	234.6	78.0	66.3	22.0	300.9	27.1
Oct.-Dec.	233.4	77.9	66.3	22.1	299.7	28.3
1954-Jan.-Mar. (1)	207.4	77.3	60.9	22.7	268.3	27.5

Table 12. - Country General Stores

1953-Jan.-Mar.	75.9	71.2	30.8	28.8	106.7	30.4
Apr.-June	95.5	71.7	37.8	28.3	133.3	31.4
July-Sept.	103.2	73.1	38.0	26.9	141.2	34.7
Oct.-Dec.	103.7	74.4	35.7	25.6	139.4	33.8
1954-Jan.-Mar. (1)	75.5	71.4	30.3	28.6	105.8	33.1

Table 13. - Coal and Wood Dealers

1953-Jan.-Mar.	26.2	44.2	33.1	55.8	59.3	24.1
Apr.-June	12.9	39.2	20.1	60.8	33.0	17.1
July-Sept.	17.3	38.4	27.6	61.6	44.9	22.3
Oct.-Dec.	25.6	41.2	36.6	58.8	62.2	25.9
1954-Jan.-Mar. (1)	28.0	41.8	39.0	58.2	67.0	26.3

Table 14. - Garages and Filling Stations

1953-Jan.-Mar.	90.2	74.6	30.6	25.4	120.8	28.6
Apr.-June	120.5	75.9	38.3	24.1	158.8	31.3
July-Sept.	137.7	79.6	35.4	20.4	173.1	29.7
Oct.-Dec.	115.7	78.2	32.2	21.8	147.9	30.3
1954-Jan.-Mar. (1)	95.7	75.1	31.8	24.9	127.5	31.0

(1) Preliminary.

Table 15. - All Other Trades
Sales and Accounts Receivable

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	765.6	45.8	155.2	966.6	42.6	114.6	157.2
Apr.-June ...	968.1	63.4	173.6	1,205.1	44.9	120.7	165.6
July-Sept. ..	1,010.5	54.7	177.3	1,242.5	46.6	120.0	166.6
Oct.-Dec. ...	1,062.0	56.1	187.7	1,305.8	53.2	129.1	182.3
1954-Jan.-Mar. (1)	786.2	42.3	151.8	980.3	49.8	118.9	168.7
Percentage Composition							
1953-Jan.-Mar. ...	79.2	4.7	16.1	100.0	27.1	72.9	100.0
Apr.-June ...	80.3	5.3	14.4	100.0	27.1	72.9	100.0
July-Sept. ..	81.3	4.4	14.3	100.0	28.0	72.0	100.0
Oct.-Dec. ...	81.3	4.3	14.4	100.0	29.2	70.8	100.0
1954-Jan.-Mar. (1)	80.2	4.3	15.5	100.0	29.5	70.5	100.0

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CANADA

Government
Publications

RETAIL CONSUMER CREDIT
SECOND QUARTER, 1954

Published by Authority of

The Right Honourable C. D. Howe, Minister of Trade and Commerce

Canada

DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

Merchandising and Services Section

RETAIL CONSUMER CREDIT

Cash, charge and instalment sales for the second quarter of 1954 amounted to \$2,128.1 million, \$583.8 million and \$370.8 million respectively. Each increased from the previous quarter, at approximately the same rate as in the corresponding period last year. Comparison of the current credit sales with those of last year's second quarter indicated a decline of 4.6 per cent. This trend was common to both charge and instalment sales and has been common to credit sales for the last four consecutive quarters. Cash sales remained at almost the same level as last year's estimate. This seasonal increase in sales affected the composition of the average retail consumer dollar only slightly. The cash sales' portion increased to 69.0 cents from 68.6 cents and exceeded last year's second quarter portion of 68.1 cents. Conversely, charge and instalment sales combined represented 31.0 cents of the average retail consumer dollar as opposed to 31.4 cents in the previous quarter and 31.9 cents in last year's second quarter.

Type of Sale	Sales - Second Quarter		
	1953	1954	% Change 1954/1953
	(millions of dollars)		
Cash	2,135.5	2,128.1	- 0.3
Instalment	400.6	370.8	- 7.4
Charge	599.8	583.8	- 2.7

The 0.3 per cent decline in cash sales, when compared to last year's second quarter, was common to all but three of the thirteen trades specified in this publication. These three kinds of business, department stores, independent grocery and combination stores and garages and filling stations showed increases of 1.9 per cent, 4.1 per cent and 3.2 per cent respectively. Of the remaining ten specified trades, men's clothing stores showed the largest percentage decline of 10.8 per cent and motor vehicle dealers the largest absolute decline of \$25.3 million.

Charge sales, compared to last year's second quarter, were 2.7 per cent lower. Only three of the thirteen trades showed increments, department stores with 7.8 per cent, men's clothing stores with 5.3 per cent and fuel dealers with 6.5 per cent. Motor vehicle dealers showed the largest absolute decline of \$11.1 million and largest percentage decline of 9.0 per cent occurred in the charge sales of independent grocery and combination stores.

Instalment sales for the second quarter were \$29.8 million or 7.4 per cent lower than last year's estimate for the same period. Although hardware stores reported the largest proportionate decline of 15.6 per cent, motor vehicle dealers showed the largest absolute decline of \$26.2 million. Only three of the stores extending this form of credit experienced increases in instalment sales. Department stores showed a gain of 10.6 per cent, men's clothing stores 3.8 per cent and jewellery stores 4.9 per cent.

Customers' accounts receivable on the books of retailers as at June 30, 1954 exceeded the receivables on the corresponding date of last year by 8.9 per cent. This increase was common to both charge and instalment accounts receivable thereby establishing record high second quarter levels of \$462.0 million and \$277.1 million respectively. This increase in accounts receivable, despite the decline in both types of credit sales when compared to last year's second quarter, is the continuation of a trend which commenced in the third quarter of last year. The condition whereby accounts receivable increase despite a decline in credit sales, is caused by one or a combination of the following retail management policies; a lowering of down-payment, extension of repayment periods, or refinancing of old accounts.

Note: The sales and receivables data in this report have not yet been revised to correspond with the "Retail Trade" bulletins which have been revised to the 1951 Census.

SECOND QUARTER - SALES AND TOTAL ACCOUNTS RECEIVABLE - 1953 and 1954

Trade	Cash Sales			Instalment Sales		
	1953	1954	% Change	1953	1954	% Change
Total, All Trades	2,135.5	2,128.1	- 0.3	400.6	370.8	- 7.4
Department	155.2	158.1	+ 1.9	34.0	37.6	+ 10.6
Motor Vehicles	357.4	332.1	- 7.1	239.8	213.6	- 10.9
Men's Clothing	37.8	33.7	- 10.8	2.6	2.7	+ 3.8
Family Clothing	35.8	35.6	- 0.6	3.4	3.3	- 2.9
Women's Clothing	45.4	44.5	- 2.0	0.5	0.5	0.0
Hardware	35.6	33.9	- 4.8	3.2	2.7	- 15.6
Furniture	20.4	18.6	- 8.8	27.0	26.5	- 1.9
Appliance & Radio	14.5	13.0	- 10.3	22.6	19.3	- 14.6
Jewellery.....	11.5	11.2	- 2.6	4.1	4.3	+ 4.9
Grocery & Combination (Independent)	224.9	234.2	+ 4.1	-	-	-
General Stores	95.5	93.9	- 1.7	-	-	-
Fuel Dealers	12.9	12.4	- 3.9	-	-	-
Garages & Filling Stations	120.5	124.3	+ 3.2	-	-	-

Percentage composition: Cash sales increased at a greater rate than did total sales, and thereby represented a larger proportion of the average retail consumer dollar in the second quarter when compared with the first quarter of 1954. Credit sales, conversely, decreased in proportion to total from 31.4 per cent to 31.0 per cent. This decline represented a net difference resulting from an increment from 11.4 per cent to 12.0 per cent in the instalment sales proportion and a decline from 20.0 per cent to 19.0 per cent in the charge sales proportion to total. This condition, an increase in cash sales with a shift from charge to instalment sales ratios was also common to the second quarter of last year. Within the specified trades, a decline in the proportion of cash sales occurred in department stores, men's clothing, furniture, appliance and radio, jewellery and general stores and fuel dealers.

Instalment sales, as far as possible, include only those sales made under conditional sales agreement with a recovery clause.

Charge sales include specialized types as revolving charge and budgetted charge accounts.

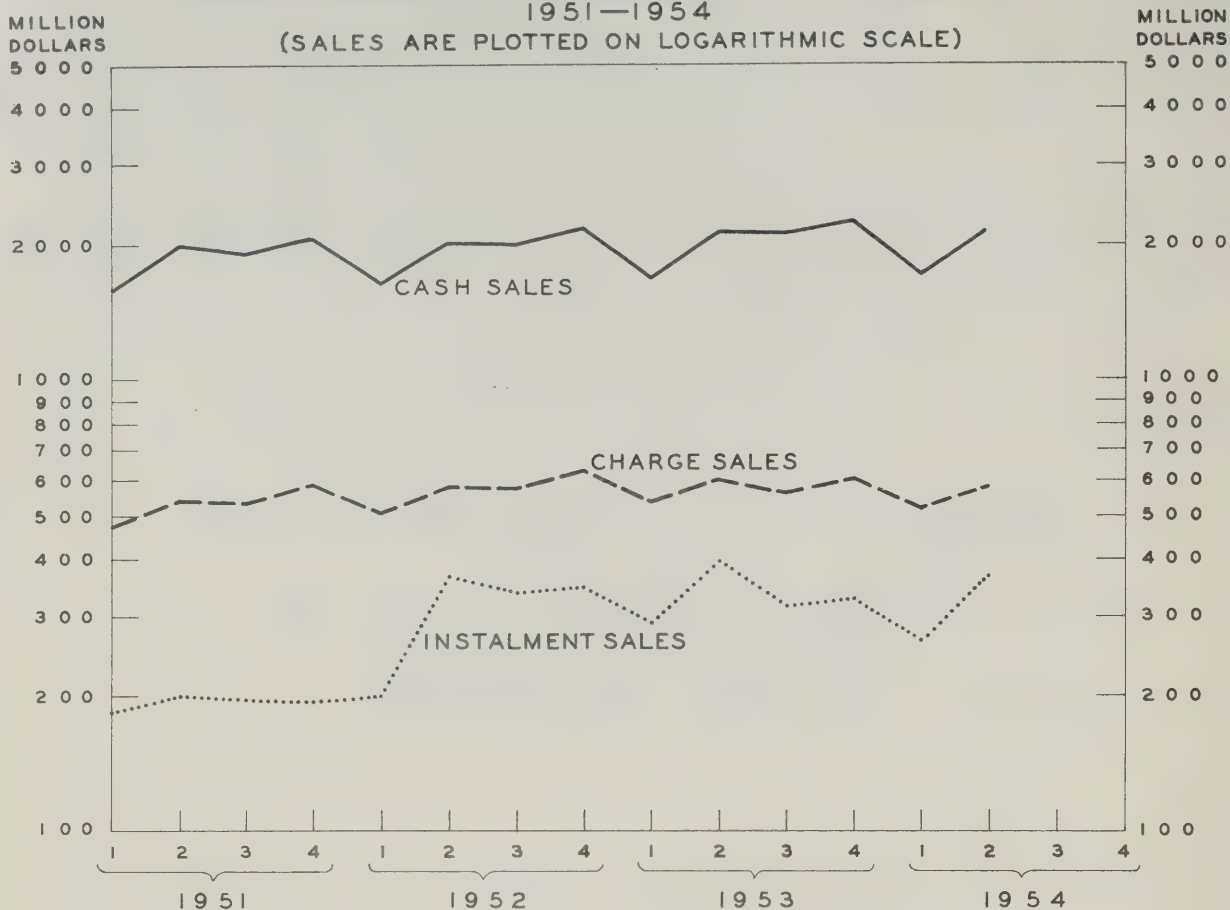
Figures for Newfoundland firms are not included in the results of these quarterly surveys.

WITH PERCENTAGE CHANGE, BY TRADES. (Sales in millions of dollars)

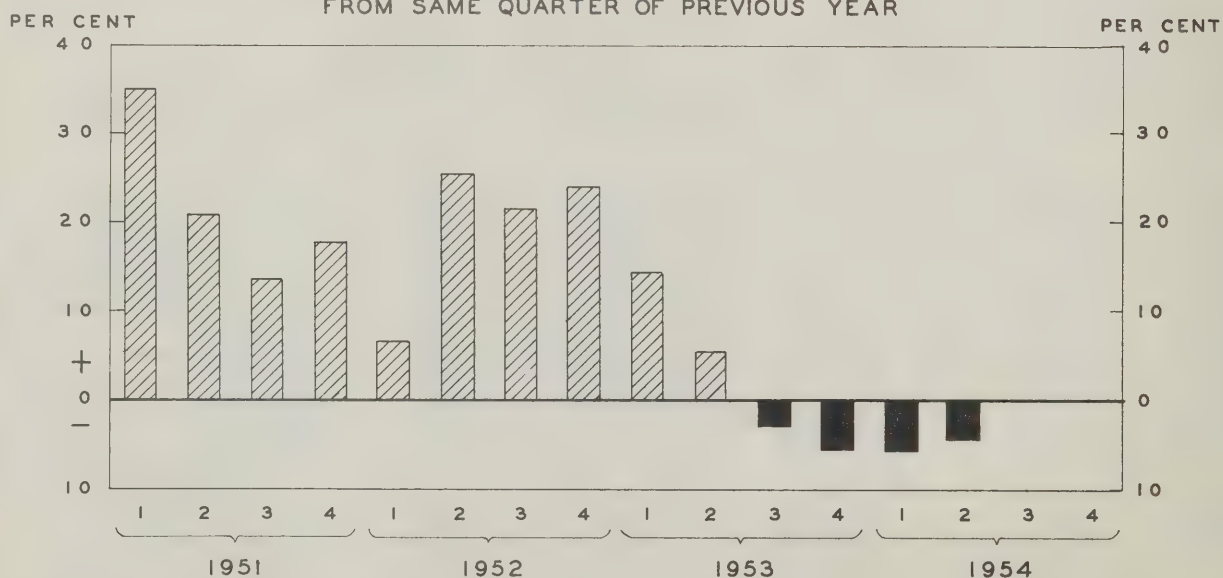
Charge Sales			Total Receivables			Trade
1953	1954	% Change	1953	1954	% Change	
599.8	583.8	- 2.7	678.9	739.1	+ 8.9	Total, All Trades
51.0	55.0	+ 7.8	128.3	146.6	+ 14.3	Department
141.3	130.2	- 7.9	98.9	96.6	- 2.3	Motor Vehicles
9.5	10.0	+ 5.3	13.9	16.2	+ 16.5	Men's Clothing
8.4	8.3	- 1.2	14.0	14.2	+ 1.4	Family Clothing
8.2	8.0	- 2.4	9.9	12.4	+ 25.3	Women's Clothing
20.9	20.2	- 3.3	23.6	23.3	- 1.3	Hardware
8.1	7.7	- 4.9	56.9	63.3	+ 11.2	Furniture
9.0	9.0	0.0	49.6	55.4	+ 11.7	Appliance & Radio
3.7	3.6	- 2.7	9.3	10.8	+ 16.1	Jewellery
						Grocery & Combination
69.9	63.6	- 9.0	29.1	29.8	+ 2.4	(Independent)
37.8	37.6	- 0.5	31.4	37.3	+ 18.8	General Stores
20.1	21.4	+ 6.5	17.1	19.8	+ 15.8	Fuel Dealers
						Garages & Filling
38.3	36.0	- 6.0	31.3	34.1	+ 8.9	Stations

RETAIL CONSUMER CREDIT CASH, CHARGE AND INSTALMENT SALES BY QUARTERS 1951-1954

(SALES ARE PLOTTED ON LOGARITHMIC SCALE)



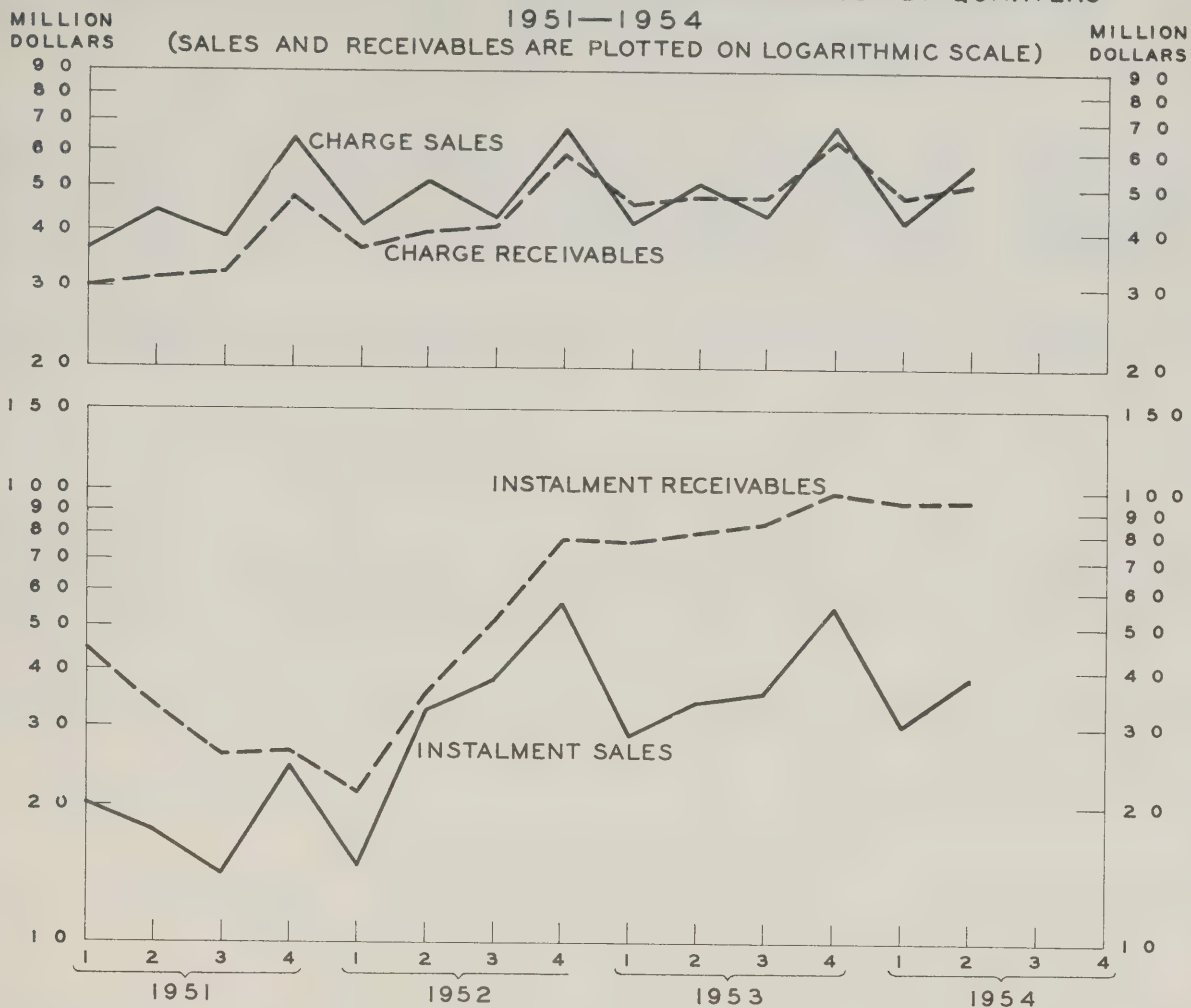
PERCENTAGE CHANGE OF CREDIT SALES FROM SAME QUARTER OF PREVIOUS YEAR



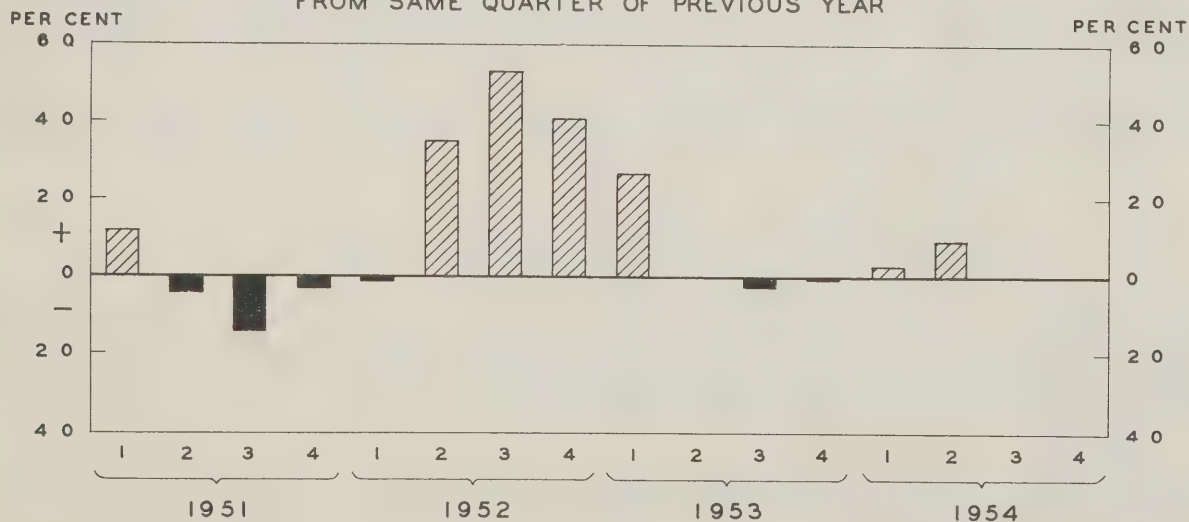
RETAIL CONSUMER CREDIT

DEPARTMENT STORE CREDIT SALES AND RECEIVABLES BY QUARTERS

1951-1954



PERCENTAGE CHANGE OF CREDIT SALES FROM SAME QUARTER OF PREVIOUS YEAR



**Table 1. - Total, All Trades
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	1,682.4	287.5	533.0	2,502.9	230.4	413.6	644.0
Apr.-June ...	2,135.5	400.6	599.8	3,135.9	242.8	436.1	678.9
July-Sept. ..	2,105.9	316.1	568.5	2,990.5	251.9	433.6	685.5
Oct.-Dec. ...	2,234.4	328.9	609.3	3,172.6	287.3	466.7	754.0
1954-Jan.-Mar. ...	1,700.3	273.0	504.2	2,477.5	273.5	436.8	710.3
Apr.-June (1)	2,128.1	370.8	583.8	3,082.7	277.1	462.0	739.1
Percentage Composition							
1953-Jan.-Mar. ...	67.2	11.5	21.3	100.0	35.8	64.2	100.0
Apr.-June ...	68.1	12.8	19.1	100.0	35.8	64.2	100.0
July-Sept. ..	70.4	10.6	19.0	100.0	36.7	63.3	100.0
Oct.-Dec. ...	70.4	10.4	19.2	100.0	38.1	61.9	100.0
1954-Jan.-Mar. ...	68.6	11.4	20.0	100.0	38.5	61.5	100.0
Apr.-June (1)	69.0	12.0	19.0	100.0	37.5	62.5	100.0

**Table 2. - Department Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	131.9	28.7	41.9	202.5	77.6	45.9	123.5
Apr.-June ...	155.2	34.0	51.0	240.2	80.6	47.7	128.3
July-Sept. ..	139.3	35.9	43.5	218.7	84.2	47.7	131.9
Oct.-Dec. ...	220.0	55.1	68.8	343.9	98.8	64.0	162.8
1954-Jan.-Mar. ...	131.4	30.7	42.3	204.4	94.4	47.9	142.3
Apr.-June (1)	158.1	37.6	55.0	250.7	96.4	50.2	146.6
Percentage Composition							
1953-Jan.-Mar. ...	65.1	14.2	20.7	100.0	62.8	37.2	100.0
Apr.-June ...	64.6	14.2	21.2	100.0	62.8	37.2	100.0
July-Sept. ..	63.7	16.4	19.9	100.0	63.8	36.2	100.0
Oct.-Dec. ...	64.0	16.0	20.0	100.0	60.7	39.3	100.0
1954-Jan.-Mar. ...	64.3	15.0	20.7	100.0	66.3	33.7	100.0
Apr.-June (1)	63.1	15.0	21.9	100.0	65.8	34.2	100.0

(1) Preliminary.

**Table 3. - Motor Vehicle Dealers
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	232.1	159.1	124.7	515.9	8.4	80.5	88.9
Apr.-June ...	357.4	239.8	141.3	738.5	9.3	89.6	98.9
July-Sept. ..	281.9	167.5	122.4	571.8	8.3	85.4	93.7
Oct.-Dec. ...	224.8	144.3	104.4	473.5	7.5	75.0	82.5
1954-Jan.-Mar. ...	227.3	145.6	101.1	474.0	8.1	80.7	88.8
Apr.-June (1)	332.1	213.6	130.2	675.9	8.8	87.8	96.6
Percentage Composition							
1953-Jan.-Mar. ...	45.0	30.8	24.2	100.0	9.4	90.6	100.0
Apr.-June ...	48.4	32.5	19.1	100.0	9.4	90.6	100.0
July-Sept. ..	49.3	29.3	21.4	100.0	8.9	91.1	100.0
Oct.-Dec. ...	47.5	30.5	22.0	100.0	9.1	90.9	100.0
1954-Jan.-Mar. ...	48.0	30.7	21.3	100.0	9.1	90.9	100.0
Apr.-June (1)	49.1	31.6	19.3	100.0	9.1	90.9	100.0

**Table 4. - Men's Clothing Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	30.5	2.1	7.0	39.6	3.1	8.6	11.7
Apr.-June ...	37.8	2.6	9.5	49.9	3.1	10.8	13.9
July-Sept. ..	30.4	2.0	6.7	39.1	3.0	9.7	12.7
Oct.-Dec. ...	49.8	3.5	13.2	66.5	3.9	14.5	18.4
1954-Jan.-Mar. ...	27.5	2.0	7.9	37.4	3.4	11.8	15.2
Apr.-June (1)	33.7	2.7	10.0	46.4	3.6	12.6	16.2
Percentage Composition							
1953-Jan.-Mar. ...	77.0	5.4	17.6	100.0	26.5	73.5	100.0
Apr.-June ...	75.8	5.1	19.1	100.0	22.3	77.7	100.0
July-Sept. ..	77.5	5.2	17.3	100.0	23.6	76.4	100.0
Oct.-Dec. ...	74.9	5.2	19.9	100.0	21.2	78.8	100.0
1954-Jan.-Mar. ...	73.4	5.4	21.2	100.0	22.4	77.6	100.0
Apr.-June (1)	72.7	5.7	21.6	100.0	22.2	77.8	100.0

(1) Preliminary.

Table 5. - Family Clothing Stores
Sales and Accounts Receivable

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	27.6	3.0	6.5	37.1	4.8	8.7	13.5
Apr.-June ...	35.8	3.4	8.4	47.6	4.9	9.1	14.0
July-Sept. ..	32.4	2.3	6.2	40.9	4.2	8.4	12.6
Oct.-Dec. ...	45.2	4.5	10.4	60.1	5.2	11.6	16.8
1954-Jan.-Mar. ...	25.1	2.3	6.0	33.4	4.0	9.8	13.8
Apr.-June (1)	35.6	3.3	8.3	47.2	4.1	10.1	14.2
Percentage Composition							
1953-Jan.-Mar. ...	74.2	8.2	17.6	100.0	35.6	64.4	100.0
Apr.-June ...	75.1	7.2	17.7	100.0	35.0	65.0	100.0
July-Sept. ..	79.3	5.6	15.1	100.0	33.3	66.7	100.0
Oct.-Dec. ...	75.2	7.4	17.4	100.0	31.0	69.0	100.0
1954-Jan.-Mar. ...	75.1	6.8	18.1	100.0	29.0	71.0	100.0
Apr.-June (1)	75.4	7.0	17.6	100.0	28.9	71.1	100.0

Table 6. - Women's Clothing Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	36.9	0.6	8.3	45.8	0.8	9.8	10.6
Apr.-June ...	45.4	0.5	8.2	54.1	0.7	9.2	9.9
July-Sept. ..	38.9	0.5	6.6	46.0	0.7	9.1	9.8
Oct.-Dec. ...	53.4	0.6	9.1	63.1	0.7	10.4	11.1
1954-Jan.-Mar. ...	32.8	0.5	6.9	40.2	0.7	10.0	10.7
Apr.-June (1)	44.5	0.5	8.0	53.0	0.7	11.7	12.4
Percentage Composition							
1953-Jan.-Mar. ...	80.5	1.4	18.1	100.0	7.5	92.5	100.0
Apr.-June ...	84.0	0.9	15.1	100.0	7.1	92.9	100.0
July-Sept. ..	84.6	1.0	14.4	100.0	7.1	92.9	100.0
Oct.-Dec. ...	84.6	1.0	14.4	100.0	6.3	93.7	100.0
1954-Jan.-Mar. ...	81.5	1.3	17.2	100.0	6.5	93.5	100.0
Apr.-June (1)	84.0	0.9	15.1	100.0	5.6	94.4	100.0

(1) Preliminary.

Table 7. - Hardware Stores
Sales and Accounts Receivable

11

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	23.7	2.2	12.5	38.4	2.4	16.4	18.8
Apr.-June ...	35.6	3.2	20.9	59.7	2.4	21.2	23.6
July-Sept. ..	35.3	3.3	19.8	58.4	2.6	19.9	22.5
Oct.-Dec. ...	39.5	3.0	19.3	61.8	2.8	19.8	22.6
1954-Jan.-Mar. ...	22.2	2.6	12.6	37.4	3.1	17.2	20.3
Apr.-June (1)	33.9	2.7	20.2	56.8	2.9	20.4	23.3
Percentage Composition							
1953-Jan.-Mar. ...	61.8	5.7	32.5	100.0	12.8	87.2	100.0
Apr.-June ...	59.6	5.4	35.0	100.0	10.2	89.8	100.0
July-Sept. ..	60.6	5.5	33.9	100.0	11.6	88.4	100.0
Oct.-Dec. ...	64.0	4.8	31.2	100.0	12.4	87.6	100.0
1954-Jan.-Mar. ...	59.3	6.9	33.8	100.0	15.3	84.7	100.0
Apr.-June (1)	59.7	4.8	35.5	100.0	12.4	87.6	100.0

Table 8. - Furniture Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	16.6	21.6	5.9	44.1	47.0	7.8	54.8
Apr.-June ...	20.4	27.0	8.1	55.5	48.9	8.0	56.9
July-Sept. ..	18.3	25.2	7.0	50.5	49.7	8.2	57.9
Oct.-Dec. ...	22.6	26.7	8.2	57.5	53.3	9.0	62.3
1954-Jan.-Mar. ...	14.6	20.0	5.9	40.5	52.9	7.6	60.5
Apr.-June (1)	18.6	26.5	7.7	52.8	55.8	7.5	63.3
Percentage Composition							
1953-Jan.-Mar. ...	37.7	48.9	13.4	100.0	85.8	14.2	100.0
Apr.-June ...	36.8	48.6	14.6	100.0	85.9	14.1	100.0
July-Sept. ..	36.2	49.9	13.9	100.0	85.8	14.2	100.0
Oct.-Dec. ...	39.3	46.5	14.2	100.0	85.6	14.4	100.0
1954-Jan.-Mar. ...	36.2	49.3	14.5	100.0	87.4	12.6	100.0
Apr.-June (1)	35.2	50.3	14.5	100.0	88.2	11.8	100.0

(1) Preliminary.

**Table 9. - Household Appliance and Radio Stores
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	15.9	21.0	9.9	46.8	36.0	9.6	45.6
Apr.-June ...	14.5	22.6	9.0	46.1	41.0	8.6	49.6
July-Sept. ..	13.9	19.8	8.5	42.2	45.3	9.1	54.4
Oct.-Dec. ...	19.1	26.3	10.9	56.3	50.3	10.6	60.9
1954-Jan.-Mar. ...	15.2	21.2	9.0	45.4	47.3	9.3	56.6
Apr.-June (1)	13.0	19.3	9.0	41.3	45.1	10.3	55.4
Percentage Composition							
1953-Jan.-Mar. ...	33.9	44.9	21.2	100.0	78.9	21.1	100.0
Apr.-June ...	31.5	48.9	19.6	100.0	82.7	17.3	100.0
July-Sept. ..	32.9	46.8	20.3	100.0	83.3	16.7	100.0
Oct.-Dec. ...	34.0	46.7	19.3	100.0	82.6	17.4	100.0
1954-Jan.-Mar. ...	33.5	46.6	19.9	100.0	83.6	16.4	100.0
Apr.-June (1)	31.5	46.8	21.7	100.0	81.4	18.6	100.0

**Table 10. - Jewellery Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	9.6	3.4	3.0	16.0	7.7	2.1	9.8
Apr.-June ...	11.5	4.1	3.7	19.3	7.0	2.3	9.3
July-Sept. ..	12.2	4.9	3.2	20.3	7.3	2.3	9.6
Oct.-Dec. ...	19.6	8.8	6.5	34.9	11.6	4.4	16.0
1954-Jan.-Mar. ...	9.4	3.6	2.9	15.9	9.0	2.3	11.3
Apr.-June (1)	11.2	4.3	3.6	19.1	8.4	2.4	10.8
Percentage Composition							
1953-Jan.-Mar. ...	60.2	21.0	18.8	100.0	78.6	21.4	100.0
Apr.-June ...	59.4	21.3	19.3	100.0	75.3	24.7	100.0
July-Sept. ..	60.1	24.1	15.8	100.0	76.0	24.0	100.0
Oct.-Dec. ...	56.2	25.2	18.6	100.0	72.5	27.5	100.0
1954-Jan.-Mar. ...	59.0	23.0	18.0	100.0	79.6	20.4	100.0
Apr.-June (1)	58.6	22.4	19.0	100.0	77.8	22.2	100.0

(1) Preliminary.

Table 11. - Grocery and Combination Stores (Independent)
Sales and Accounts Receivable
(in millions of dollars)

13

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
1953-Jan.-Mar.	199.5	75.8	63.8	24.2	263.3	26.7
Apr.-June	224.9	76.3	69.9	23.7	294.8	29.1
July-Sept.	234.6	78.0	66.3	22.0	300.9	27.1
Oct.-Dec.	233.4	77.9	66.3	22.1	299.7	28.3
1954-Jan.-Mar.	209.0	77.9	59.3	22.1	268.3	26.7
Apr.-June (1)	234.2	78.6	63.6	21.4	297.8	29.8

Table 12. - General Stores

1953-Jan.-Mar.	75.9	71.2	30.8	28.8	106.7	30.4
Apr.-June	95.5	71.7	37.8	28.3	133.3	31.4
July-Sept.	103.2	73.1	38.0	26.9	141.2	34.7
Oct.-Dec.	103.7	74.4	35.7	25.6	139.4	33.8
1954-Jan.-Mar.	75.7	71.6	30.1	28.4	105.8	34.3
Apr.-June (1)	93.9	71.4	37.6	28.6	131.5	37.3

Table 13. - Fuel Dealers

1953-Jan.-Mar.	26.2	44.2	33.1	55.8	59.3	24.1
Apr.-June	12.9	39.2	20.1	60.8	33.0	17.1
July-Sept.	17.3	38.4	27.6	61.6	44.9	22.3
Oct.-Dec.	25.6	41.2	36.6	58.8	62.2	25.9
1954-Jan.-Mar.	27.6	41.2	39.4	58.8	67.0	27.6
Apr.-June (1)	12.4	36.6	21.4	63.4	33.8	19.8

Table 14. - Garages and Filling Stations

1953-Jan.-Mar.	90.2	74.6	30.6	25.4	120.8	28.6
Apr.-June	120.5	75.9	38.3	24.1	158.8	31.3
July-Sept.	137.7	79.6	35.4	20.4	173.1	29.7
Oct.-Dec.	115.7	78.2	32.2	21.8	147.9	30.3
1954-Jan.-Mar.	96.5	75.7	31.0	24.3	127.5	30.7
Apr.-June (1)	124.3	77.6	36.0	22.4	160.3	34.2

(1) Preliminary.

Table 15. - All Other Trades
Sales and Accounts Receivable

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	765.6	45.8	155.2	966.6	42.6	114.6	157.2
Apr.-June ...	968.1	63.4	173.6	1,205.1	44.9	120.7	165.6
July-Sept. ..	1,010.5	54.7	177.3	1,242.5	46.6	120.0	166.6
Oct.-Dec. ...	1,062.0	56.1	187.7	1,305.8	53.2	129.1	182.3
1954-Jan.-Mar. ...	786.0	44.5	149.8	980.3	50.6	120.9	171.5
Apr.-June (1)	982.6	60.3	173.2	1,216.1	51.3	127.9	179.2
Percentage Composition							
1953-Jan.-Mar. ...	79.2	4.7	16.1	100.0	27.1	72.9	100.0
Apr.-June ...	80.3	5.3	14.4	100.0	27.1	72.9	100.0
July-Sept. ..	81.3	4.4	14.3	100.0	28.0	72.0	100.0
Oct.-Dec. ...	81.3	4.3	14.4	100.0	29.2	70.8	100.0
1954-Jan.-Mar. ...	80.2	4.5	15.3	100.0	29.5	70.5	100.0
Apr.-June (1)	80.8	5.0	14.2	100.0	28.6	71.4	100.0

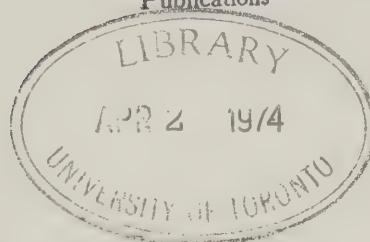
(1) Preliminary.

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RETAIL CONSUMER CREDIT**THIRD QUARTER, 1954**
✓

Published by Authority of
The Right Honourable C. D. Howe, Minister of Trade and Commerce

Canada
DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
Merchandising and Services Section

RETAIL CONSUMER CREDIT

Cash, charge and instalment sales for the third quarter of 1954 amounted to \$2,072.2 million, \$543.0 million and \$329.6 million, respectively. Cash and charge sales declined from the second quarter levels at approximately the same rate as in the corresponding period last year. Instalment sales, however, declined at a slower rate when compared with last year's estimates. Comparison of the current credit sales with those of the third quarter of last year indicated a decline of only 1.4 per cent. This relationship is the net result of a 4.3 per cent increase in instalment sales and a 4.5 per cent decline in charge sales from the corresponding quarter of last year.

The seasonal decline from the second to the third quarters was more pronounced in the credit sales as indicated by the slight shift in the composition figures of the average retail consumer dollar. The cash sales' portion increased from 69.0 cents to 70.4 cents, the same level as last year's third quarter. The decline from the second quarter in the proportion of credit sales to total was common to both charge and instalment sales. However, instalment sales represented a larger portion of the average sales' dollar, 11.2 cents, when compared with last year's proportion of 10.6 cents.

Type of Sale	Sales - Third Quarter		
	1953	1954	% Change 1954/1953
	(millions of dollars)		
Cash	2,105.9	2,072.2	- 1.6
Instalment	316.1	329.6	+ 4.3
Charge	568.5	543.0	- 4.5

The 1.6 per cent decline in cash sales, when compared to last years' third quarter, was common to all but four of the thirteen trades specified in this publication. These four kinds of business, department, family clothing, appliance and radio and independent grocery and combination stores, showed increases of 1.1 per cent, 0.9 per cent, 0.7 per cent and 3.3 per cent respectively. Of the remaining nine specified trades, men's clothing stores reported the largest percentage decline of 13.5 per cent and motor vehicle dealers the largest absolute decline of \$25.7 million.

Charge sales, compared to last year's third quarter, were 4.5 per cent lower. This relationship resulted despite increases reported by department stores (4.6 per cent), men's clothing stores (17.9 per cent), women's clothing stores (12.1 per cent), fuel dealers (2.5 per cent) and garage and filling stations (0.6 per cent). The largest percentage decline of 14.5 per cent, representing the largest absolute decline of \$17.7 million, was reported by motor vehicle dealers.

Instalment sales for the third quarter were \$13.5 million or 4.3 per cent higher than last year's estimate for the same period. Department stores reported the largest proportionate increase of 9.7 per cent and motor vehicle dealers the largest absolute gain of \$7.5 million. Only three of the specified kinds of business extending this form of credit experienced declines. Women's clothing stores reported a decrease of 20.0 per cent, hardware stores 21.2 per cent, and appliance and radio stores 6.6 per cent. Men's and family clothing stores' instalment sales remained at the same level as for the third quarter of last year.

Customers' accounts receivable on the books of retailers as at September 30, 1954, exceeded the receivables at the corresponding date of last year by 6.5 per cent. This increase was common to both charge and instalment accounts receivable thereby establishing record high third quarter levels of \$451.9 million and \$278.4 million respectively. This increase in accounts receivable, despite a net decline in credit sales, when compared to last year's third quarter estimates, can partially be attributed to the increase in instalment sales. One or a combination of lower down-payment requirements, extension of repayment periods or refinancing of old accounts could also produce the situation of increased accounts outstanding although credit sales decline.

Note: The sales and receivables data in this report have not yet been revised to correspond with the "Retail Trade" bulletins which have been revised to the 1951 Census.

THIRD QUARTER - SALES AND TOTAL ACCOUNTS RECEIVABLE - 1953 and 1954

Trade	Cash Sales			Instalment Sales		
	1953	1954	% Change	1953	1954	% Change
Total, All Trades.....	2,105.9	2,072.2	- 1.6	316.1	329.6	+ 4.3
Department	139.3	140.9	+ 1.1	35.9	39.4	+ 9.7
Motor Vehicles	281.9	256.2	- 9.1	167.5	175.0	+ 4.5
Men's Clothing	30.4	26.3	- 13.5	2.0	2.0	0.0
Family Clothing	32.4	32.7	+ 0.9	2.3	2.3	0.0
Women's Clothing	38.9	38.0	- 2.3	0.5	0.4	- 20.0
Hardware	35.3	32.4	- 8.2	3.3	2.6	- 21.2
Furniture	18.3	18.3	0.0	25.2	26.2	+ 4.0
Appliance & Radio	13.9	14.0	+ 0.7	19.8	18.5	- 6.6
Jewellery	12.2	11.6	- 4.9	4.9	5.0	+ 2.0
Grocery & Combination (Independent)	234.6	242.4	+ 3.3	-	-	-
General Stores	103.2	102.6	- 0.6	-	-	-
Fuel Dealers	17.3	16.1	- 6.9	-	-	-
Garages & Filling Stations	137.7	133.5	- 3.1	-	-	-

Percentage Composition: Cash sales increased at a greater rate than did total sales, and consequently represented a larger portion of the average sales' dollar when compared with the second quarter of this year. The subsequent decline occurred in both types of credit sales with the charge portion decreasing from 18.9 per cent to 18.4 per cent and instalment from 12.1 per cent to 11.2 per cent. This condition, a shift in the proportions from credit sales to cash sales, was also common to last year's third quarter estimates. Within the specified trades, almost half showed an opposite trend from what was experienced for all trades combined. A decline in the proportion of cash to total sales occurred from the second to third quarters in department stores, motor vehicle dealers, men's clothing, women's clothing and hardware stores and fuel dealers.

Instalment sales, as far as possible, include only those sales made under conditional sales agreement with a recovery clause.

Charge sales include specialized types as revolving charge and budgetted charge accounts.

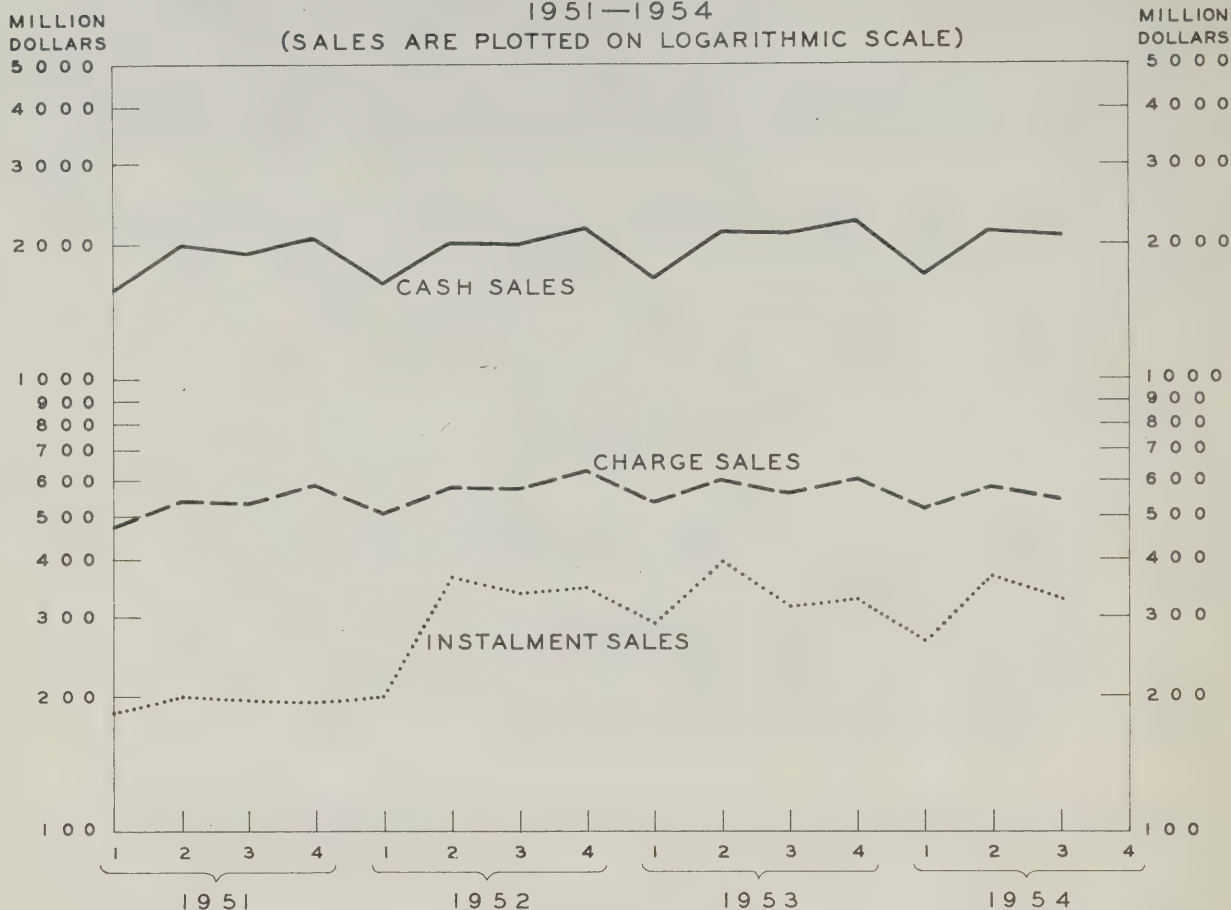
Figures for Newfoundland firms are not included in the results of these quarterly surveys.

WITH PERCENTAGE CHANGE, BY TRADES. (Sales in millions of dollars)

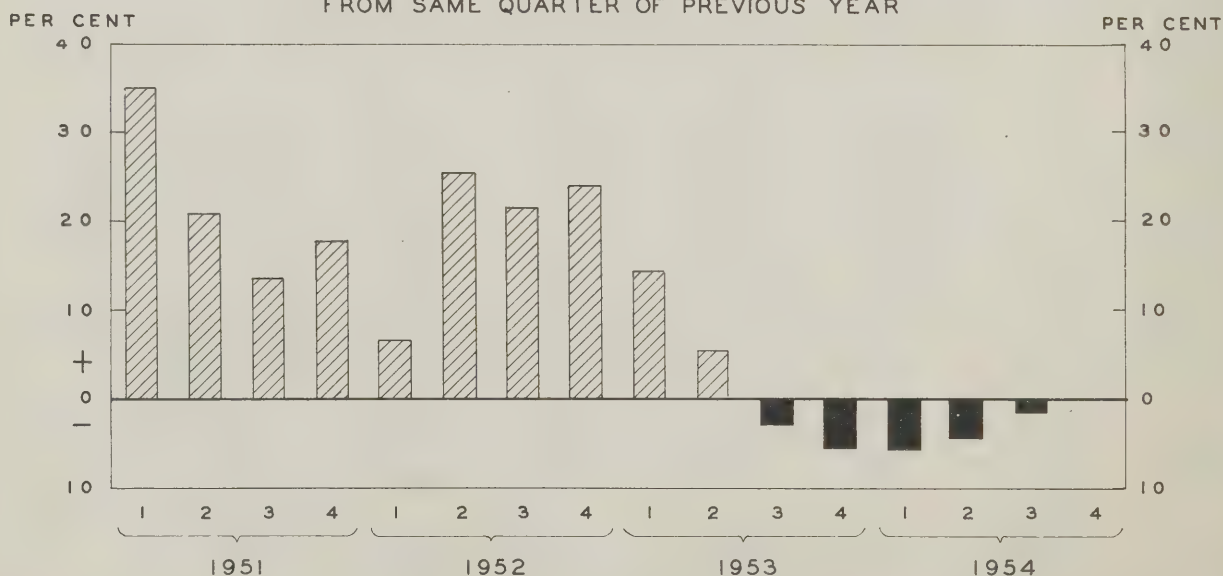
Charge Sales			Total Receivables			Trade
1953	1954	% Change	1953	1954	% Change	
568.5	543.0	- 4.5	685.5	730.3	+ 6.5	Total, All Trades
43.5	45.5	+ 4.6	131.9	147.7	+ 12.0	Department
122.4	104.7	- 14.5	93.7	90.2	- 3.7	Motor Vehicles
6.7	7.9	+ 17.9	12.7	16.0	+ 26.0	Men's Clothing
6.2	6.0	- 3.2	12.6	13.0	+ 3.2	Family Clothing
6.6	7.4	+ 12.1	9.8	13.2	+ 34.7	Women's Clothing
19.8	19.7	- 0.5	22.5	23.2	+ 3.1	Hardware
7.0	6.8	- 2.9	57.9	64.5	+ 11.4	Furniture
8.5	8.1	- 4.7	54.4	54.1	- 0.6	Appliance & Radio
3.2	2.9	- 9.4	9.6	11.2	+ 16.7	Jewellery
						Grocery & Combination
66.3	61.4	- 7.4	27.1	30.1	+ 11.1	(Independent)
38.0	36.4	- 4.2	34.7	35.7	+ 2.9	General Stores
27.6	28.3	+ 2.5	22.3	21.9	- 1.8	Fuel Dealers
						Garages & Filling
35.4	35.6	+ 0.6	29.7	32.8	+ 10.4	Stations

RETAIL CONSUMER CREDIT CASH, CHARGE AND INSTALMENT SALES BY QUARTERS 1951-1954

(SALES ARE PLOTTED ON LOGARITHMIC SCALE)



PERCENTAGE CHANGE OF CREDIT SALES FROM SAME QUARTER OF PREVIOUS YEAR



RETAIL CONSUMER CREDIT DEPARTMENT STORE CREDIT SALES AND RECEIVABLES BY QUARTERS

1951—1954

MILLION DOLLARS (SALES AND RECEIVABLES ARE PLOTTED ON LOGARITHMIC SCALE) MILLION DOLLARS



PERCENTAGE CHANGE OF CREDIT SALES FROM SAME QUARTER OF PREVIOUS YEAR

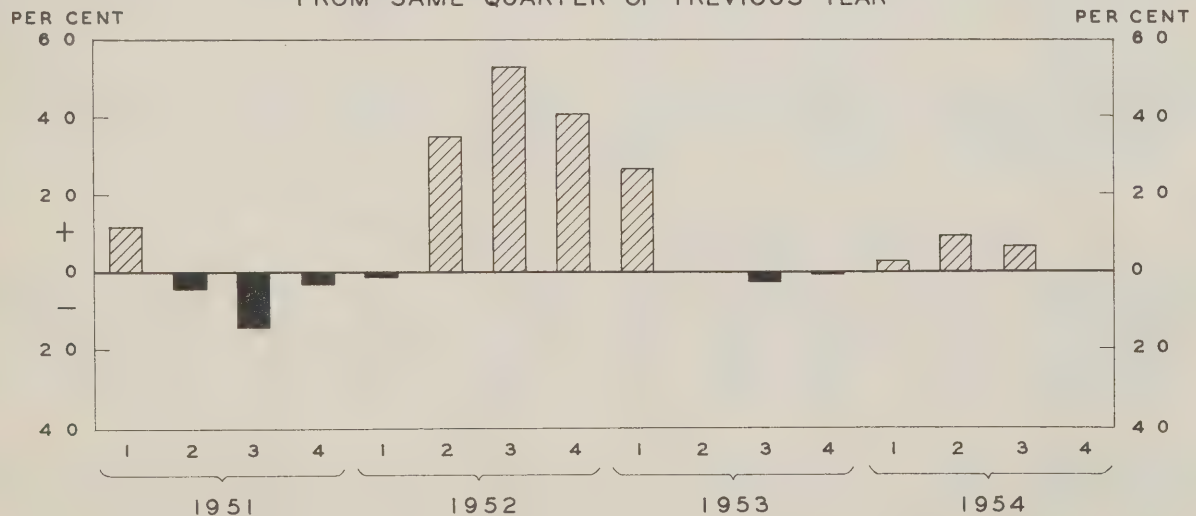


Table 1. - Total, All Trades
Sales and Accounts Receivable

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	1,682.4	287.5	533.0	2,502.9	230.4	413.6	644.0
Apr.-June ...	2,135.5	400.6	599.8	3,135.9	242.8	436.1	678.9
July-Sept. ..	2,105.9	316.1	568.5	2,990.5	251.9	433.6	685.5
Oct.-Dec. ...	2,234.4	328.9	609.3	3,172.6	287.3	466.7	754.0
1954-Jan.-Mar. ...	1,700.4	273.4	503.7	2,477.5	273.5	436.8	710.3
Apr.-June ...	2,126.3	372.2	584.2	3,082.7	274.8	459.9	734.7
July-Sept.(1)	2,072.2	329.6	543.0	2,944.8	278.4	451.9	730.3
Percentage Composition							
1953-Jan.-Mar. ...	67.2	11.5	21.3	100.0	35.8	64.2	100.0
Apr.-June ...	68.1	12.8	19.1	100.0	35.8	64.2	100.0
July-Sept. ..	70.4	10.6	19.0	100.0	36.7	63.3	100.0
Oct.-Dec. ...	70.4	10.4	19.2	100.0	38.1	61.9	100.0
1954-Jan.-Mar. ...	68.6	11.1	20.3	100.0	38.5	61.5	100.0
Apr.-June ...	69.0	12.1	18.9	100.0	37.4	62.6	100.0
July-Sept.(1)	70.4	11.2	18.4	100.0	38.1	61.9	100.0

Table 2. - Department Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	131.9	28.7	41.9	202.5	77.6	45.9	123.5
Apr.-June ...	155.2	34.0	51.0	240.2	80.6	47.7	128.3
July-Sept. ..	139.3	35.9	43.5	218.7	84.2	47.7	131.9
Oct.-Dec. ...	220.0	55.1	68.8	343.9	98.8	64.0	162.8
1954-Jan.-Mar. ...	131.5	31.1	41.8	204.4	94.4	47.9	142.3
Apr.-June ...	158.9	37.6	54.2	250.7	94.9	50.9	145.8
July-Sept.(1)	140.9	39.4	45.5	225.8	96.7	51.0	147.7
Percentage Composition							
1953-Jan.-Mar. ...	65.1	14.2	20.7	100.0	62.8	37.2	100.0
Apr.-June ...	64.6	14.2	21.2	100.0	62.8	37.2	100.0
July-Sept. ..	63.7	16.4	19.9	100.0	63.8	36.2	100.0
Oct.-Dec. ...	64.0	16.0	20.0	100.0	60.7	39.3	100.0
1954-Jan.-Mar. ...	64.3	15.2	20.5	100.0	66.3	33.7	100.0
Apr.-June ...	63.4	15.0	21.6	100.0	65.1	34.9	100.0
July-Sept.(1)	62.4	17.5	20.1	100.0	65.5	34.5	100.0

(1) Preliminary.

Table 3. - Motor Vehicle Dealers
Sales and Accounts Receivable

9

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	232.1	159.1	124.7	515.9	8.4	80.5	88.9
Apr.-June ...	357.4	239.8	141.3	738.5	9.3	89.6	98.9
July-Sept. ..	281.9	167.5	122.4	571.8	8.3	85.4	93.7
Oct.-Dec. ...	224.8	144.3	104.4	473.5	7.5	75.0	82.5
1954-Jan.-Mar. ...	227.3	145.6	101.1	474.0	8.1	80.7	88.8
Apr.-June ...	329.3	215.3	131.3	675.9	9.8	88.4	98.2
July-Sept.(1)	256.2	175.0	104.7	535.9	8.6	81.6	90.2
Percentage Composition							
1953-Jan.-Mar. ...	45.0	30.8	24.2	100.0	9.4	90.6	100.0
Apr.-June ...	48.4	32.5	19.1	100.0	9.4	90.6	100.0
July-Sept. ..	49.3	29.3	21.4	100.0	8.9	91.1	100.0
Oct.-Dec. ...	47.5	30.5	22.0	100.0	9.1	90.9	100.0
1954-Jan.-Mar. ...	48.0	30.7	21.3	100.0	9.1	90.9	100.0
Apr.-June ...	48.7	31.9	19.4	100.0	10.0	90.0	100.0
July-Sept.(1)	47.8	32.7	19.5	100.0	9.5	90.5	100.0

Table 4. - Men's Clothing Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	30.5	2.1	7.0	39.6	3.1	8.6	11.7
Apr.-June ...	37.8	2.6	9.5	49.9	3.1	10.8	13.9
July-Sept. ..	30.4	2.0	6.7	39.1	3.0	9.7	12.7
Oct.-Dec. ...	49.8	3.5	13.2	66.5	3.9	14.5	18.4
1954-Jan.-Mar. ...	27.5	2.0	7.9	37.4	3.4	11.8	15.2
Apr.-June ...	33.8	2.5	10.1	46.4	3.4	12.6	16.0
July-Sept.(1)	26.3	2.0	7.9	36.2	3.4	12.6	16.0
Percentage Composition							
1953-Jan.-Mar. ...	77.0	5.4	17.6	100.0	26.5	73.5	100.0
Apr.-June ...	75.8	5.1	19.1	100.0	22.3	77.7	100.0
July-Sept. ..	77.5	5.2	17.3	100.0	23.6	76.4	100.0
Oct.-Dec. ...	74.9	5.2	19.9	100.0	21.2	78.8	100.0
1954-Jan.-Mar. ...	73.4	5.4	21.2	100.0	22.4	77.6	100.0
Apr.-June ...	72.8	5.5	21.7	100.0	21.3	78.7	100.0
July-Sept.(1)	72.7	5.5	21.8	100.0	21.3	78.7	100.0

(1) Preliminary.

Table 5. - Family Clothing Stores
Sales and Accounts Receivable

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	27.6	3.0	6.5	37.1	4.8	8.7	13.5
Apr.-June ...	35.8	3.4	8.4	47.6	4.9	9.1	14.0
July-Sept. ..	32.4	2.3	6.2	40.9	4.2	8.4	12.6
Oct.-Dec. ...	45.2	4.5	10.4	60.1	5.2	11.6	16.8
1954-Jan.-Mar. ...	25.1	2.3	6.0	33.4	4.0	9.8	13.8
Apr.-June ...	35.7	3.2	8.3	47.2	4.0	10.1	14.1
July-Sept.(1)	32.7	2.3	6.0	41.0	3.6	9.4	13.0
Percentage Composition							
1953-Jan.-Mar. ...	74.2	8.2	17.6	100.0	35.6	64.4	100.0
Apr.-June ...	75.1	7.2	17.7	100.0	35.0	65.0	100.0
July-Sept. ..	79.3	5.6	15.1	100.0	33.3	66.7	100.0
Oct.-Dec. ...	75.2	7.4	17.4	100.0	31.0	69.0	100.0
1954-Jan.-Mar. ...	75.1	6.8	18.1	100.0	29.0	71.0	100.0
Apr.-June ...	75.5	6.9	17.6	100.0	28.4	71.6	100.0
July-Sept.(1)	79.7	5.7	14.6	100.0	27.7	72.3	100.0

Table 6. - Women's Clothing Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	36.9	0.6	8.3	45.8	0.8	9.8	10.6
Apr.-June ...	45.4	0.5	8.2	54.1	0.7	9.2	9.9
July-Sept. ..	38.9	0.5	6.6	46.0	0.7	9.1	9.8
Oct.-Dec. ...	53.4	0.6	9.1	63.1	0.7	10.4	11.1
1954-Jan.-Mar. ...	32.8	0.5	6.9	40.2	0.7	10.0	10.7
Apr.-June ...	44.1	0.5	8.4	53.0	0.7	11.6	12.3
July-Sept.(1)	38.0	0.4	7.4	45.8	0.6	12.6	13.2
Percentage Composition							
1953-Jan.-Mar. ...	80.5	1.4	18.1	100.0	7.5	92.5	100.0
Apr.-June ...	84.0	0.9	15.1	100.0	7.1	92.9	100.0
July-Sept. ..	84.6	1.0	14.4	100.0	7.1	92.9	100.0
Oct.-Dec. ...	84.6	1.0	14.4	100.0	6.3	93.7	100.0
1954-Jan.-Mar. ...	81.5	1.3	17.2	100.0	6.5	93.5	100.0
Apr.-June ...	83.1	0.9	16.0	100.0	5.7	94.3	100.0
July-Sept.(1)	82.9	0.8	16.3	100.0	4.5	95.5	100.0

(1) Preliminary.

Table 7. - Hardware Stores
Sales and Accounts Receivable

11

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	23.7	2.2	12.5	38.4	2.4	16.4	18.8
Apr.-June ...	35.6	3.2	20.9	59.7	2.4	21.2	23.6
July-Sept. ..	35.3	3.3	19.8	58.4	2.6	19.9	22.5
Oct.-Dec. ...	39.5	3.0	19.3	61.8	2.8	19.8	22.6
1954-Jan.-Mar. ...	22.2	2.6	12.6	37.4	3.1	17.2	20.3
Apr.-June ...	33.8	2.7	20.3	56.8	2.9	20.9	23.8
July-Sept.(1)	32.4	2.6	19.7	54.7	2.9	20.3	23.2
Percentage Composition							
1953-Jan.-Mar. ...	61.8	5.7	32.5	100.0	12.8	87.2	100.0
Apr.-June ...	59.6	5.4	35.0	100.0	10.2	89.8	100.0
July-Sept. ..	60.6	5.5	33.9	100.0	11.6	88.4	100.0
Oct.-Dec. ...	64.0	4.8	31.2	100.0	12.4	87.6	100.0
1954-Jan.-Mar. ...	59.3	6.9	33.8	100.0	15.3	84.7	100.0
Apr.-June ...	59.5	4.7	35.8	100.0	12.2	87.8	100.0
July-Sept.(1)	59.2	4.8	36.0	100.0	12.5	87.5	100.0

Table 8. - Furniture Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	16.6	21.6	5.9	44.1	47.0	7.8	54.8
Apr.-June ...	20.4	27.0	8.1	55.5	48.9	8.0	56.9
July-Sept. ..	18.3	25.2	7.0	50.5	49.7	8.2	57.9
Oct.-Dec. ...	22.6	26.7	8.2	57.5	53.3	9.0	62.3
1954-Jan.-Mar. ...	14.6	20.0	5.9	40.5	52.9	7.6	60.5
Apr.-June ...	18.6	26.6	7.6	52.8	55.5	7.6	63.1
July-Sept.(1)	18.3	26.2	6.8	51.3	57.3	7.2	64.5
Percentage Composition							
1953-Jan.-Mar. ...	37.7	48.9	13.4	100.0	85.8	14.2	100.0
Apr.-June ...	36.8	48.6	14.6	100.0	85.9	14.1	100.0
July-Sept. ..	36.2	49.9	13.9	100.0	85.8	14.2	100.0
Oct.-Dec. ...	39.3	46.5	14.2	100.0	85.6	14.4	100.0
1954-Jan.-Mar. ...	36.2	49.3	14.5	100.0	87.4	12.6	100.0
Apr.-June ...	35.2	50.4	14.4	100.0	88.0	12.0	100.0
July-Sept.(1)	35.6	51.1	13.3	100.0	88.8	11.2	100.0

(1) Preliminary.

Table 9. - Household Appliance and Radio Stores
Sales and Accounts Receivable

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	15.9	21.0	9.9	46.8	36.0	9.6	45.6
Apr.-June ...	14.5	22.6	9.0	46.1	41.0	8.6	49.6
July-Sept. ..	13.9	19.8	8.5	42.4	45.3	9.1	54.4
Oct.-Dec. ...	19.1	26.3	10.9	56.3	50.3	10.6	60.9
1954-Jan.-Mar. ...	15.2	21.2	9.0	45.4	47.3	9.3	56.6
Apr.-June ...	13.6	19.1	8.6	41.3	44.3	9.0	53.3
July-Sept.(1)	14.0	18.5	8.1	40.6	44.7	9.4	54.1
Percentage Composition							
1953-Jan.-Mar. ...	33.9	44.9	21.2	100.0	78.9	21.1	100.0
Apr.-June ...	31.5	48.9	19.6	100.0	82.7	17.3	100.0
July-Sept. ..	32.9	46.8	20.3	100.0	83.3	16.7	100.0
Oct.-Dec. ...	34.0	46.7	19.3	100.0	82.6	17.4	100.0
1954-Jan.-Mar. ...	33.5	46.6	19.9	100.0	83.6	16.4	100.0
Apr.-June ...	33.0	46.2	20.8	100.0	83.1	16.9	100.0
July-Sept.(1)	34.4	45.6	20.0	100.0	82.6	17.4	100.0

Table 10. - Jewellery Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	9.6	3.4	3.0	16.0	7.7	2.1	9.8
Apr.-June ...	11.5	4.1	3.7	19.3	7.0	2.3	9.3
July-Sept. ..	12.2	4.9	3.2	20.3	7.3	2.3	9.6
Oct.-Dec. ...	19.6	8.8	6.5	34.9	11.6	4.4	16.0
1954-Jan.-Mar. ...	9.4	3.6	2.9	15.9	9.0	2.3	11.3
Apr.-June ...	11.2	4.2	3.7	19.1	8.4	2.5	10.9
July-Sept.(1)	11.6	5.0	2.9	19.5	9.0	2.2	11.2
Percentage Composition							
1953-Jan.-Mar. ...	60.2	21.0	18.8	100.0	78.6	21.4	100.0
Apr.-June ...	59.4	21.3	19.3	100.0	75.3	24.7	100.0
July-Sept. ..	60.1	24.1	15.8	100.0	76.0	24.0	100.0
Oct.-Dec. ...	56.2	25.2	18.6	100.0	72.5	27.5	100.0
1954-Jan.-Mar. ...	59.0	23.0	18.0	100.0	79.6	20.4	100.0
Apr.-June ...	58.7	21.9	19.4	100.0	77.1	22.9	100.0
July-Sept.(1)	59.3	25.6	15.1	100.0	80.4	19.6	100.0

(1) Preliminary.

Table 11. - Grocery and Combination Stores (Independent)
Sales and Accounts Receivable
(in millions of dollars)

13

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
1953-Jan.-Mar.	199.5	75.8	63.8	24.2	263.3	26.7
Apr.-June	224.9	76.3	69.9	23.7	294.8	29.1
July-Sept.	234.6	78.0	66.3	22.0	300.9	27.1
Oct.-Dec.	233.4	77.9	66.3	22.1	299.7	28.3
1954-Jan.-Mar.	209.0	77.9	59.3	22.1	268.3	26.7
Apr.-June	235.0	78.9	62.8	21.1	297.8	29.5
July-Sept. (1)	242.4	79.8	61.4	20.2	303.8	30.1

Table 12. - General Stores

1953-Jan.-Mar.	75.9	71.2	30.8	28.8	106.7	30.4
Apr.-June	95.5	71.7	37.8	28.3	133.3	31.4
July-Sept.	103.2	73.1	38.0	26.9	141.2	34.7
Oct.-Dec.	103.7	74.4	35.7	25.6	139.4	33.8
1954-Jan.-Mar.	75.7	71.6	30.1	28.4	105.8	34.3
Apr.-June	93.8	71.4	37.7	28.6	131.5	36.5
July-Sept. (1)	102.6	73.8	36.4	26.2	139.0	35.7

Table 13. - Fuel Dealers

1953-Jan.-Mar.	26.2	44.2	33.1	55.8	59.3	24.1
Apr.-June	12.9	39.2	20.1	60.8	33.0	17.1
July-Sept.	17.3	38.4	27.6	61.6	44.9	22.3
Oct.-Dec.	25.6	41.2	36.6	58.8	62.2	25.9
1954-Jan.-Mar.	27.6	41.2	39.4	58.8	67.0	27.6
Apr.-June	12.4	36.6	21.4	63.4	33.8	19.7
July-Sept. (1)	16.1	36.4	28.3	63.6	44.4	21.9

Table 14. - Garages and Filling Stations

1953-Jan.-Mar.	90.2	74.6	30.6	25.4	120.8	28.6
Apr.-June	120.5	75.9	38.3	24.1	158.8	31.3
July-Sept.	137.7	79.6	35.4	20.4	173.1	29.7
Oct.-Dec.	115.7	78.2	32.2	21.8	147.9	30.3
1954-Jan.-Mar.	96.5	75.7	31.0	24.3	127.5	30.7
Apr.-June	124.1	77.4	36.2	22.6	160.3	33.3
July-Sept. (1)	133.5	79.0	35.6	21.0	169.1	32.8

(1) Preliminary.

Table 15. - All Other Trades
Sales and Accounts Receivable

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1953-Jan.-Mar. ...	765.6	45.8	155.2	966.6	42.6	114.6	157.2
Apr.-June ...	968.1	63.4	173.6	1,205.1	44.9	120.7	165.6
July-Sept. ..	1,010.5	54.7	177.3	1,242.5	46.6	120.0	166.6
Oct.-Dec. ...	1,062.0	56.1	187.7	1,305.8	53.2	129.1	182.3
1954-Jan.-Mar. ...	786.0	44.5	149.8	980.3	50.6	120.9	171.5
Apr.-June ...	982.0	60.5	173.6	1,216.1	50.9	127.3	178.2
July-Sept.(1)	1,007.2	58.2	172.3	1,237.7	51.6	125.1	176.7
Percentage Composition							
1953-Jan.-Mar. ...	79.2	4.7	16.1	100.0	27.1	72.9	100.0
Apr.-June ...	80.3	5.3	14.4	100.0	27.1	72.9	100.0
July-Sept. ..	81.3	4.4	14.3	100.0	28.0	72.0	100.0
Oct.-Dec. ...	81.3	4.3	14.4	100.0	29.2	70.8	100.0
1954-Jan.-Mar. ...	80.2	4.5	15.3	100.0	29.5	70.5	100.0
Apr.-June ...	80.7	5.0	14.3	100.0	28.6	71.4	100.0
July-Sept.(1)	81.4	4.7	13.9	100.0	29.2	70.8	100.0

(1) Preliminary.

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CANADA



Government
Publications

RETAIL (CONSUMER) CREDIT
FOURTH QUARTER, 1954

Including Revised Quarterly Estimates, 1951-54

Published by Authority of

The Right Honourable C. D. Howe, Minister of Trade and Commerce

Canada

DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

Merchandising and Services Section

RETAIL CONSUMER CREDIT

Cash, charge and instalment sales for the fourth quarter of 1954 amounted to \$2,144.8 million, \$736.0 million and \$350.0 million, respectively. The seasonal increase in total sales from the third to the fourth quarter of the year was reflected in the cash and charge components: cash sales increased by 7.0%, approximately the same rate of increase as in the corresponding period last year, while charge sales increased by 11.6%, a rate somewhat higher than in the corresponding period last year. Instalment sales, however, took an 8.0% drop, as compared with a drop of 1.2% in the corresponding period last year. The absolute level for instalment sales as at December 31, 1954, was \$39.9 million less than at the same date a year ago.

Type of Sale	Sales - Fourth Quarter		
	1953	1954	% Change 1954/1953
	(millions of dollars)		
Cash	2,160.3	2,144.8	- 0.7
Instalment	389.9	350.0	- 10.2
Charge	721.3	736.0	+ 2.0

The overall decline of 10.2% in instalment sales when compared with last year's fourth quarter was reflected in 6 of the 9 specified trades having instalment sales. The exceptions were department stores which showed a 14.4% increase, furniture stores a 6.4% increase and appliance and radio stores a 2.3% increase. The largest percentage decline (22.2%) was recorded by women's clothing, and the largest absolute decline (\$45.3 million) by motor vehicles.

Charge sales were 2.0% or \$14.7 million higher than last year's estimate for the fourth quarter. Fuel dealers recorded the largest proportionate increase (11.9%) as well as the largest absolute gain (\$5.8 million). Declines ranging from a low of 0.4% to a high of 9.3% were registered in 7 of the 13 specified trades.

Cash sales for the final quarter were 0.7%, or \$15.5 million, less than last year's estimate for the same period, with motor vehicles registering both the largest percentage decline (20.8%) and the largest absolute decline (\$33.0 million). The other specified trades in which cash sales declined were men's, family and women's clothing, hardware, furniture and jewellery, with decreases ranging from 3.0% to 8.7%.

Customers' accounts receivable on the books of retailers at the year-end exceeded receivables as at December 31, 1953, by 4.9%. This increase was common to both charge and instalment accounts receivable, reaching in the fourth quarter of 1954 the record high levels of \$502.6 million and \$315.0 million, respectively. The increase in charge accounts receivable can be attributed to a great extent to the increase in charge accounts sales. Smaller down payments on instalment purchases and extension of repayment periods may account in part for the concurrence of increased instalment accounts receivable and decreased instalment sales.

Note: Sales and receivable data in this bulletin have been revised using 1951 Census benchmarks as the computational base.

FOURTH QUARTER - SALES AND TOTAL ACCOUNTS RECEIVABLE - 1953 and 1954

Trade	Cash Sales			Instalment Sales		
	1953	1954	% Change	1953	1954	% Change
Total, All Trades	2,160.3	2,144.8	- 0.7	389.9	350.0	- 10.2
Department	225.9	231.4	+ 2.4	52.6	60.2	+ 14.4
Motor Vehicles	158.4	125.4	- 20.8	209.8	164.5	- 21.6
Men's Clothing	50.7	49.2	- 3.0	2.3	2.1	- 8.7
Family Clothing	48.8	46.7	- 4.3	3.3	3.1	- 6.1
Women's Clothing	51.7	49.6	- 4.1	1.8	1.4	- 22.2
Hardware	44.5	42.6	- 4.3	2.8	2.5	- 10.7
Furniture	19.6	17.9	- 8.7	23.5	25.0	+ 6.4
Appliance & Radio	27.1	28.0	+ 3.3	38.8	39.7	+ 2.3
Jewellery	27.1	26.2	- 3.3	9.4	9.3	- 1.1
Grocery & Combination (Independent)	263.9	272.7	+ 3.3	-	-	-
General Stores	94.1	95.0	+ 1.0	-	-	-
Fuel Dealers	21.1	22.2	+ 5.2	-	-	-
Garages & Filling Stations	104.6	105.3	+ 0.7	-	-	-

Percentage composition of sales: From the third to the fourth quarter, charge sales increased at a greater rate than did total sales, and thus represented a larger share of the average sales' dollar. Cash sales, which increased at nearly the same rate as total sales, represented approximately the same portion of the average sales' dollar as in the third quarter. At the same time instalment sales declined in representation from 12.5 cents to 10.8 cents, and within specified trades this decline was registered by household appliances, motor vehicles and furniture. In 1953 a similar fourth quarter shift in the percentage composition of sales was seen, although at that time the drop in the percentage of total sales attributable to the instalment component was shorter.

Cash sales exclude all cash receipts connected with credit and instalment sales, whether initial payments or payments on account, as well as cash receipts from the sale of financial paper.

Instalment sales, as far as possible, include only those sales made under conditional sales agreement with a recovery clause.

Charge sales include all sales made in respect of open charge, budgetted charge and revolving charge accounts, together with financing or carrying charges.

WITH PERCENTAGE CHANGE, BY TRADES. (Sales in millions of dollars)

Charge Sales			Total Receivables			Trade
1953	1954	% Change	1953	1954	% Change	
721.3	736.0	+ 2.0	779.5	817.6	+ 4.9	Total, All Trades
72.3	75.7	+ 4.7	165.0	183.7	+ 11.3	Department
111.9	112.2	+ 0.3	109.1	109.8	+ 0.6	Motor Vehicles
18.9	19.2	+ 1.6	15.2	15.3	+ 0.7	Men's Clothing
17.3	17.1	- 1.2	19.1	20.2	+ 5.8	Family Clothing
13.1	12.3	- 6.1	11.5	12.6	+ 9.6	Women's Clothing
23.7	21.5	- 9.3	22.7	23.0	+ 1.3	Hardware
11.9	11.1	- 6.7	55.2	58.7	+ 6.3	Furniture
13.7	14.8	+ 8.0	66.6	63.7	- 4.4	Appliance & Radio
10.2	9.8	- 3.9	17.9	19.0	+ 6.1	Jewellery
						Grocery & Combination
91.3	90.9	- 0.4	38.2	38.5	+ 0.8	(Independent)
43.7	42.5	- 2.7	27.6	28.7	+ 4.0	General Stores
48.9	54.7	+ 11.9	27.6	31.3	+ 13.4	Fuel Dealers
34.1	34.7	+ 1.8	20.4	23.1	+ 13.2	Garages & Filling Stations

**Table 1. - Total, All Trades
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1951 Jan.-Mar.	1,510.4	220.2	570.4	2,301.0	165.5	370.0	535.5
Apr.-June	1,898.9	249.9	646.8	2,795.6	144.8	384.8	529.6
July-Sept.	1,831.5	247.0	630.2	2,708.7	125.1	376.2	501.3
Oct.-Dec.	1,961.8	234.8	691.2	2,887.8	126.4	419.5	545.9
1952 Jan.-Mar.	1,518.9	248.6	582.4	2,349.9	118.6	379.3	497.9
Apr.-June	1,924.1	434.6	676.2	3,034.9	166.5	405.0	571.5
July-Sept.	1,920.2	378.1	658.9	2,957.2	198.2	416.1	614.3
Oct.-Dec.	2,075.9	399.0	715.2	3,190.1	245.1	456.4	701.5
1953 Jan.-Mar.	1,624.0	342.5	600.2	2,566.7	247.6	425.8	673.4
Apr.-June	2,033.6	478.8	698.4	3,210.8	256.3	449.7	706.0
July-Sept.	2,012.8	394.7	669.2	3,076.7	262.0	450.4	712.4
Oct.-Dec.	2,160.3	389.9	721.3	3,271.5	286.2	493.3	779.5
1954 Jan.-Mar.	1,622.0	313.2	595.6	2,530.8	276.4	452.0	728.4
Apr.-June	2,036.7	422.4	694.8	3,153.9	291.7	464.5	756.2
July-Sept.	2,004.0	380.3	659.4	3,043.7	289.3	464.4	753.7
Oct.-Dec. (1)	2,144.8	350.0	736.0	3,230.8	315.0	502.6	817.6
Percentage Composition							
1951 Jan.-Mar.	65.6	9.6	24.8	100.0	30.9	69.1	100.0
Apr.-June	67.9	8.9	23.2	100.0	27.4	72.6	100.0
July-Sept.	67.6	9.1	23.3	100.0	24.9	75.1	100.0
Oct.-Dec.	67.9	8.1	24.0	100.0	23.2	76.8	100.0
1952 Jan.-Mar.	64.6	10.6	24.8	100.0	23.8	76.2	100.0
Apr.-June	63.4	14.3	22.3	100.0	29.1	70.9	100.0
July-Sept.	64.9	12.8	22.3	100.0	32.3	67.7	100.0
Oct.-Dec.	65.1	12.5	22.4	100.0	34.9	65.1	100.0
1953 Jan.-Mar.	63.3	13.3	23.4	100.0	36.8	63.2	100.0
Apr.-June	63.3	14.9	21.8	100.0	36.3	63.7	100.0
July-Sept.	65.4	12.8	21.8	100.0	36.8	63.2	100.0
Oct.-Dec.	66.0	11.9	22.1	100.0	36.7	63.3	100.0
1954 Jan.-Mar.	64.1	12.4	23.5	100.0	37.9	62.1	100.0
Apr.-June	64.6	13.4	22.0	100.0	38.6	61.4	100.0
July-Sept.	65.8	12.5	21.7	100.0	38.4	61.6	100.0
Oct.-Dec. (1)	66.4	10.8	22.8	100.0	38.5	61.5	100.0

(1) Preliminary.

**Table 2. - Department Stores
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1951 Jan.-Mar.	133.2	18.9	38.7	190.8	45.4	31.2	76.6
Apr.-June	160.3	16.6	47.3	224.2	34.5	33.5	68.0
July-Sept.	135.5	13.3	41.3	190.1	26.2	34.2	60.4
Oct.-Dec.	214.7	23.2	67.1	305.0	26.7	50.5	77.2
1952 Jan.-Mar.	131.5	13.8	43.1	188.4	21.6	38.4	60.0
Apr.-June	153.8	30.9	54.6	239.3	35.8	41.6	77.4
July-Sept.	134.8	36.9	45.1	216.8	53.2	41.8	95.0
Oct.-Dec.	221.7	54.4	70.3	346.4	79.4	60.3	139.7
1953 Jan.-Mar.	135.2	27.2	44.0	206.4	78.9	47.0	125.9
Apr.-June	159.0	32.3	53.7	245.0	82.0	48.8	130.8
July-Sept.	142.7	34.0	45.8	222.5	84.9	48.7	133.6
Oct.-Dec.	225.9	52.6	72.3	350.8	99.6	65.4	165.0
1954 Jan.-Mar.	134.5	29.5	43.9	207.9	95.1	49.0	144.1
Apr.-June	162.8	35.7	56.7	255.2	95.1	51.8	146.9
July-Sept.	144.7	37.4	47.5	229.6	97.0	51.8	148.8
Oct.-Dec. (1)	231.4	60.2	75.7	367.3	114.6	69.1	183.7
Percentage Composition							
1951 Jan.-Mar.	69.8	9.9	20.3	100.0	59.3	40.7	100.0
Apr.-June	71.5	7.4	21.1	100.0	50.8	49.2	100.0
July-Sept.	71.3	7.0	21.7	100.0	43.4	56.6	100.0
Oct.-Dec.	70.4	7.6	22.0	100.0	34.6	65.4	100.0
1952 Jan.-Mar.	69.8	7.3	22.9	100.0	36.0	64.0	100.0
Apr.-June	64.3	12.9	22.8	100.0	46.2	53.8	100.0
July-Sept.	62.2	17.0	20.8	100.0	56.0	44.0	100.0
Oct.-Dec.	64.0	15.7	20.3	100.0	56.8	43.2	100.0
1953 Jan.-Mar.	65.5	13.2	21.3	100.0	62.7	37.3	100.0
Apr.-June	64.9	13.2	21.9	100.0	62.7	37.3	100.0
July-Sept.	64.1	15.3	20.6	100.0	63.5	36.5	100.0
Oct.-Dec.	64.4	15.0	20.6	100.0	60.3	39.7	100.0
1954 Jan.-Mar.	64.7	14.2	21.1	100.0	66.0	34.0	100.0
Apr.-June	63.8	14.0	22.2	100.0	64.8	35.2	100.0
July-Sept.	63.0	16.3	20.7	100.0	65.2	34.8	100.0
Oct.-Dec. (1)	63.0	16.4	20.6	100.0	62.4	37.6	100.0

(1) Preliminary.

**Table 3. - Motor Vehicle Dealers
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1951 Jan.-Mar.	194.0	131.8	131.8	457.6	32.6	73.8	106.4
Apr.-June	254.8	164.3	149.6	568.7	33.4	83.5	116.9
July-Sept.	175.8	166.9	127.4	470.1	30.3	71.8	102.1
Oct.-Dec.	133.8	137.7	116.3	387.8	29.0	66.5	95.5
1952 Jan.-Mar.	135.5	157.5	115.0	408.0	29.1	68.0	97.1
Apr.-June	227.9	287.5	147.1	662.5	43.1	78.6	121.7
July-Sept.	185.9	228.3	129.3	543.5	39.6	78.2	117.8
Oct.-Dec.	148.8	214.9	118.0	481.7	34.9	67.5	102.4
1953 Jan.-Mar.	169.1	212.6	123.2	504.9	41.7	78.3	120.0
Apr.-June	251.9	319.0	150.9	721.8	43.9	90.8	134.7
July-Sept.	200.3	245.9	131.0	577.2	40.7	85.2	125.9
Oct.-Dec.	158.4	209.8	111.9	480.1	34.6	74.5	109.1
1954 Jan.-Mar.	163.5	185.4	107.7	456.6	36.9	79.0	115.9
Apr.-June	245.2	272.3	143.4	660.9	51.8	84.1	135.9
July-Sept.	185.2	230.4	122.8	538.4	45.8	82.1	127.9
Oct.-Dec. (1)	125.4	164.5	112.2	402.1	39.4	70.4	109.8
Percentage Composition							
1951 Jan.-Mar.	42.4	28.8	28.8	100.0	30.6	69.4	100.0
Apr.-June	44.8	28.9	26.3	100.0	28.6	71.4	100.0
July-Sept.	37.4	35.5	27.1	100.0	29.7	70.3	100.0
Oct.-Dec.	34.5	35.5	30.0	100.0	30.4	69.6	100.0
1952 Jan.-Mar.	33.2	38.6	28.2	100.0	30.0	70.0	100.0
Apr.-June	34.4	43.4	22.2	100.0	35.4	64.6	100.0
July-Sept.	34.2	42.0	23.8	100.0	33.6	66.4	100.0
Oct.-Dec.	30.9	44.6	24.5	100.0	34.0	66.0	100.0
1953 Jan.-Mar.	33.5	42.1	24.4	100.0	34.7	65.3	100.0
Apr.-June	34.9	44.2	20.9	100.0	32.6	67.4	100.0
July-Sept.	34.7	42.6	22.7	100.0	32.4	67.6	100.0
Oct.-Dec.	33.0	43.7	23.3	100.0	31.7	68.3	100.0
1954 Jan.-Mar.	35.8	40.6	23.6	100.0	31.9	68.1	100.0
Apr.-June	37.1	41.2	21.7	100.0	38.1	61.9	100.0
July-Sept.	34.4	42.8	22.8	100.0	35.8	64.2	100.0
Oct.-Dec. (1)	31.2	40.9	27.9	100.0	35.9	64.1	100.0

(1) Preliminary.

Table 4. - Men's Clothing Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1951 Jan.-Mar.	30.5	1.0	9.3	40.8	1.1	6.6	7.7
Apr.-June	40.6	1.2	10.1	51.9	1.1	6.5	7.6
July-Sept.	33.5	0.9	8.0	42.4	0.9	6.1	7.0
Oct.-Dec.	52.5	1.8	13.2	67.5	1.3	8.0	9.3
1952 Jan.-Mar.	31.1	0.9	9.6	41.6	0.9	7.1	8.0
Apr.-June	40.9	1.3	11.1	53.3	1.1	7.9	9.0
July-Sept.	33.8	1.2	9.2	44.2	1.1	7.3	8.4
Oct.-Dec.	53.9	2.3	17.1	73.3	1.6	10.6	12.2
1953 Jan.-Mar.	29.7	1.4	11.9	43.0	1.4	9.6	11.0
Apr.-June	38.9	1.6	14.0	54.5	1.4	10.2	11.6
July-Sept.	32.9	1.3	10.5	44.7	1.3	9.2	10.5
Oct.-Dec.	50.7	2.3	18.9	71.9	1.8	13.4	15.2
1954 Jan.-Mar.	28.1	1.3	11.4	40.8	1.5	11.1	12.6
Apr.-June	35.2	1.6	14.2	51.0	1.6	11.5	13.1
July-Sept.	30.1	1.2	10.5	41.8	1.4	10.0	11.4
Oct.-Dec. (1)	49.2	2.1	19.2	70.5	1.9	13.4	15.3
Percentage Composition							
1951 Jan.-Mar.	74.7	2.5	22.8	100.0	14.0	86.0	100.0
Apr.-June	78.3	2.3	19.4	100.0	13.9	86.1	100.0
July-Sept.	78.9	2.2	18.9	100.0	13.1	86.9	100.0
Oct.-Dec.	77.8	2.6	19.6	100.0	13.6	86.4	100.0
1952 Jan.-Mar.	74.8	2.2	23.0	100.0	11.8	88.2	100.0
Apr.-June	76.6	2.5	20.9	100.0	12.1	87.9	100.0
July-Sept.	76.4	2.8	20.8	100.0	13.6	86.4	100.0
Oct.-Dec.	73.6	3.1	23.3	100.0	12.8	87.2	100.0
1953 Jan.-Mar.	69.1	3.3	27.6	100.0	12.8	87.2	100.0
Apr.-June	71.4	3.0	25.6	100.0	12.1	87.9	100.0
July-Sept.	73.5	3.0	23.5	100.0	12.8	87.2	100.0
Oct.-Dec.	70.5	3.2	26.3	100.0	12.1	87.9	100.0
1954 Jan.-Mar.	69.0	3.1	27.9	100.0	12.2	87.8	100.0
Apr.-June	69.1	3.1	27.8	100.0	11.9	88.1	100.0
July-Sept.	72.1	2.9	25.0	100.0	12.2	87.8	100.0
Oct.-Dec. (1)	69.7	3.0	27.3	100.0	12.3	87.7	100.0

(1) Preliminary.

Table 5. - Family Clothing Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1951 Jan.-Mar.	25.4	2.1	8.1	35.6	2.4	7.8	10.2
Apr.-June	35.5	2.7	10.3	48.5	2.4	7.7	10.1
July-Sept.	32.8	1.8	8.1	42.7	2.1	7.7	9.8
Oct.-Dec.	47.7	3.8	14.1	65.6	3.1	10.2	13.3
1952 Jan.-Mar.	26.6	2.0	8.2	36.8	2.5	8.3	10.8
Apr.-June	38.8	3.0	13.1	54.9	2.7	9.8	12.5
July-Sept.	35.0	1.9	9.4	46.3	2.6	9.7	12.3
Oct.-Dec.	51.1	4.9	15.7	71.7	4.4	12.3	16.7
1953 Jan.-Mar.	27.7	2.1	10.0	39.8	2.9	11.9	14.8
Apr.-June	37.8	2.5	13.5	53.8	2.8	12.4	15.2
July-Sept.	34.3	1.6	9.9	45.8	2.5	11.8	14.3
Oct.-Dec.	48.8	3.3	17.3	69.4	3.2	15.9	19.1
1954 Jan.-Mar.	25.7	1.5	9.6	36.8	2.3	13.6	15.9
Apr.-June	37.8	2.0	13.9	53.7	2.4	14.1	16.5
July-Sept.	34.3	1.4	10.0	45.7	2.3	13.2	15.5
Oct.-Dec. (1)	46.7	3.1	17.1	66.9	2.9	17.3	20.2
Percentage Composition							
1951 Jan.-Mar.	71.4	6.0	22.6	100.0	23.7	76.3	100.0
Apr.-June	73.2	5.5	21.3	100.0	23.5	76.5	100.0
July-Sept.	76.7	4.3	19.0	100.0	21.4	78.6	100.0
Oct.-Dec.	72.7	5.8	21.5	100.0	23.0	77.0	100.0
1952 Jan.-Mar.	72.3	5.4	22.3	100.0	23.4	76.6	100.0
Apr.-June	70.7	5.4	23.9	100.0	21.7	78.3	100.0
July-Sept.	75.5	4.1	20.4	100.0	21.5	78.5	100.0
Oct.-Dec.	71.3	6.8	21.9	100.0	26.5	73.5	100.0
1953 Jan.-Mar.	69.5	5.3	25.2	100.0	19.8	80.2	100.0
Apr.-June	70.2	4.6	25.2	100.0	18.8	81.2	100.0
July-Sept.	74.8	3.6	21.6	100.0	17.8	82.2	100.0
Oct.-Dec.	70.3	4.7	25.0	100.0	16.6	83.4	100.0
1954 Jan.-Mar.	69.9	4.0	26.1	100.0	14.6	85.4	100.0
Apr.-June	70.4	3.8	25.8	100.0	14.4	85.6	100.0
July-Sept.	75.0	3.1	21.9	100.0	14.6	85.4	100.0
Oct.-Dec. (1)	69.9	4.6	25.5	100.0	14.5	85.5	100.0

(1) Preliminary.

Table 6. - Women's Clothing Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1951 Jan.-Mar.	29.8	1.7	8.2	39.7	1.5	5.3	6.8
Apr.-June	41.0	1.5	9.3	51.8	1.5	5.0	6.5
July-Sept.	34.4	1.1	8.5	44.0	1.2	5.7	6.9
Oct.-Dec.	44.5	1.7	11.6	57.8	1.4	6.6	8.0
1952 Jan.-Mar.	32.4	1.3	8.1	41.8	1.2	6.6	7.8
Apr.-June	42.5	1.2	11.1	54.8	1.3	6.4	7.7
July-Sept.	36.0	1.3	9.6	46.9	1.5	7.3	8.8
Oct.-Dec.	50.8	2.3	13.4	66.5	2.0	9.1	11.1
1953 Jan.-Mar.	33.9	1.6	11.2	46.7	1.9	8.8	10.7
Apr.-June	44.1	1.4	11.5	57.0	1.7	8.4	10.1
July-Sept.	37.6	1.3	9.8	48.7	1.6	8.7	10.3
Oct.-Dec.	51.7	1.8	13.1	66.6	1.6	9.9	11.5
1954 Jan.-Mar.	32.3	1.4	9.9	43.6	1.6	9.1	10.7
Apr.-June	44.5	1.3	11.1	56.9	1.5	9.1	10.6
July-Sept.	37.5	1.1	9.7	48.3	1.4	9.8	11.2
Oct.-Dec. (1) ..	49.6	1.4	12.3	63.3	1.8	10.8	12.6
Percentage Composition							
1951 Jan.-Mar.	75.1	4.3	20.6	100.0	21.5	78.5	100.0
Apr.-June	79.1	2.9	18.0	100.0	22.4	77.6	100.0
July-Sept.	78.2	2.5	19.3	100.0	17.4	82.6	100.0
Oct.-Dec.	76.9	3.0	20.1	100.0	17.0	83.0	100.0
1952 Jan.-Mar.	77.5	3.2	19.3	100.0	15.2	84.8	100.0
Apr.-June	77.6	2.2	20.2	100.0	16.4	83.6	100.0
July-Sept.	76.8	2.8	20.4	100.0	16.8	83.2	100.0
Oct.-Dec.	76.5	3.4	20.1	100.0	18.3	81.7	100.0
1953 Jan.-Mar.	72.6	3.5	23.9	100.0	18.2	81.8	100.0
Apr.-June	77.3	2.5	20.2	100.0	17.2	82.8	100.0
July-Sept.	77.3	2.6	20.1	100.0	15.7	84.3	100.0
Oct.-Dec.	77.6	2.7	19.7	100.0	14.2	85.8	100.0
1954 Jan.-Mar.	74.0	3.2	22.8	100.0	14.6	85.4	100.0
Apr.-June	78.3	2.2	19.5	100.0	14.1	85.9	100.0
July-Sept.	77.7	2.3	20.0	100.0	12.3	87.7	100.0
Oct.-Dec. (1) ..	78.3	2.3	19.4	100.0	14.5	85.5	100.0

(1) Preliminary.

Table 7. - Hardware Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1951 Jan.-Mar.	23.9	1.6	14.9	40.4	1.8	15.5	17.3
Apr.-June	41.2	1.6	22.7	65.5	1.8	18.0	19.8
July-Sept.	37.8	1.2	20.4	59.4	1.7	18.4	20.1
Oct.-Dec.	41.5	1.3	20.1	62.9	1.2	17.5	18.7
1952 Jan.-Mar.	23.1	2.2	13.7	39.0	1.1	15.8	16.9
Apr.-June	38.7	3.4	21.6	63.7	1.6	19.5	21.1
July-Sept.	36.9	2.9	21.9	61.7	1.6	20.1	21.7
Oct.-Dec.	43.5	3.4	21.2	68.1	2.1	19.3	21.4
1953 Jan.-Mar.	25.7	2.1	14.4	42.2	2.0	16.8	18.8
Apr.-June	40.9	3.7	23.9	68.5	2.0	20.6	22.6
July-Sept.	39.5	2.9	24.4	66.8	2.0	21.3	23.3
Oct.-Dec.	44.5	2.8	23.7	71.0	2.2	20.5	22.7
1954 Jan.-Mar.	23.5	2.1	15.0	40.6	2.3	18.0	20.3
Apr.-June	38.6	2.4	24.0	65.0	2.2	21.3	23.5
July-Sept.	37.1	2.3	23.9	63.3	2.1	22.1	24.2
Oct.-Dec. (1)	42.6	2.5	21.5	66.6	2.2	20.8	23.0
Percentage Composition							
1951 Jan.-Mar.	59.1	3.9	37.0	100.0	10.3	89.7	100.0
Apr.-June	62.9	2.5	34.6	100.0	9.1	90.9	100.0
July-Sept.	63.5	2.1	34.4	100.0	8.3	91.7	100.0
Oct.-Dec.	66.0	2.1	31.9	100.0	6.3	93.7	100.0
1952 Jan.-Mar.	59.2	5.7	35.1	100.0	6.3	93.7	100.0
Apr.-June	60.8	5.3	33.9	100.0	7.6	92.4	100.0
July-Sept.	59.8	4.7	35.5	100.0	7.5	92.5	100.0
Oct.-Dec.	63.9	5.0	31.1	100.0	9.7	90.3	100.0
1953 Jan.-Mar.	60.9	4.9	34.2	100.0	10.4	89.6	100.0
Apr.-June	59.7	5.4	34.9	100.0	8.9	91.1	100.0
July-Sept.	59.1	4.3	36.6	100.0	8.5	91.5	100.0
Oct.-Dec.	62.7	4.0	33.3	100.0	9.5	90.5	100.0
1954 Jan.-Mar.	57.8	5.2	37.0	100.0	11.5	88.5	100.0
Apr.-June	59.4	3.7	36.9	100.0	9.3	90.7	100.0
July-Sept.	58.6	3.7	37.7	100.0	8.8	91.2	100.0
Oct.-Dec. (1)	64.0	3.7	32.3	100.0	9.6	90.4	100.0

(1) Preliminary.

Table 8. - Furniture Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1951 Jan.-Mar.	12.1	13.0	8.3	33.4	24.3	12.0	36.3
Apr.-June	14.1	13.9	10.6	38.6	22.0	12.3	34.3
July-Sept.	13.6	13.0	9.0	35.6	20.3	11.2	31.5
Oct.-Dec.	16.3	13.3	10.6	40.2	19.5	12.3	31.8
1952 Jan.-Mar.	12.4	14.1	8.1	34.6	19.4	10.9	30.3
Apr.-June	15.7	23.0	10.3	49.0	24.2	11.9	36.1
July-Sept.	16.0	23.9	9.8	49.7	30.1	12.4	42.5
Oct.-Dec.	18.8	24.3	11.5	54.6	35.3	14.5	49.8
1953 Jan.-Mar.	14.0	18.2	8.4	40.6	35.1	13.3	48.4
Apr.-June	17.2	22.7	11.6	51.5	36.8	13.6	50.4
July-Sept.	15.6	22.0	10.4	48.0	38.3	13.9	52.2
Oct.-Dec.	19.6	23.5	11.9	55.0	40.1	15.1	55.2
1954 Jan.-Mar.	12.9	17.7	8.6	39.2	40.1	12.6	52.7
Apr.-June	15.9	23.1	10.7	49.7	41.6	12.0	53.6
July-Sept.	15.2	22.7	10.1	48.0	43.5	12.3	55.8
Oct.-Dec. (1)	17.9	25.0	11.1	54.0	46.5	12.2	58.7
Percentage Composition							
1951 Jan.-Mar.	36.2	38.8	25.0	100.0	66.8	33.2	100.0
Apr.-June	36.6	36.0	27.4	100.0	64.3	35.7	100.0
July-Sept.	38.2	36.5	25.3	100.0	64.4	35.6	100.0
Oct.-Dec.	40.5	33.0	26.5	100.0	61.4	38.6	100.0
1952 Jan.-Mar.	35.9	40.6	23.5	100.0	63.9	36.1	100.0
Apr.-June	32.0	46.9	21.1	100.0	67.0	33.0	100.0
July-Sept.	32.1	48.0	19.9	100.0	70.9	29.1	100.0
Oct.-Dec.	34.5	44.4	21.1	100.0	71.0	29.0	100.0
1953 Jan.-Mar.	34.4	44.8	20.8	100.0	72.6	27.4	100.0
Apr.-June	33.4	44.1	22.5	100.0	73.0	27.0	100.0
July-Sept.	32.5	45.9	21.6	100.0	73.4	26.6	100.0
Oct.-Dec.	35.7	42.7	21.6	100.0	72.6	27.4	100.0
1954 Jan.-Mar.	32.9	45.2	21.9	100.0	76.1	23.9	100.0
Apr.-June	32.0	46.4	21.6	100.0	77.5	22.5	100.0
July-Sept.	31.6	47.3	21.1	100.0	78.0	22.0	100.0
Oct.-Dec. (1)	33.1	46.2	20.7	100.0	79.2	20.8	100.0

(1) Preliminary.

**Table 9. - Household Appliance and Radio Stores
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1951 Jan.-Mar.	23.4	24.9	11.5	59.8	30.0	9.3	39.3
Apr.-June	23.2	19.0	11.5	53.7	25.7	8.9	34.6
July-Sept.	16.9	16.2	9.9	43.0	22.8	8.5	31.3
Oct.-Dec.	23.1	19.8	11.2	54.1	23.1	9.2	32.3
1952 Jan.-Mar.	19.8	26.7	9.9	56.4	24.2	8.2	32.4
Apr.-June	20.8	32.1	11.2	64.1	31.1	9.3	40.4
July-Sept.	19.2	30.7	10.2	60.1	36.5	9.8	46.3
Oct.-Dec.	27.2	37.7	12.6	77.5	42.9	10.8	53.7
1953 Jan.-Mar.	23.8	34.9	11.9	70.6	42.7	10.2	52.9
Apr.-June	21.6	36.9	12.1	70.6	44.2	10.6	54.8
July-Sept.	19.9	31.9	11.8	63.6	48.0	11.7	59.7
Oct.-Dec.	27.1	38.8	13.7	79.6	53.4	13.2	66.6
1954 Jan.-Mar.	23.2	34.5	12.8	70.5	50.5	11.8	62.3
Apr.-June	20.3	31.0	11.9	63.2	48.1	11.5	59.6
July-Sept.	20.6	31.1	11.6	63.3	48.4	12.5	60.9
Oct.-Dec. (1)	28.0	39.7	14.8	82.5	50.7	13.0	63.7
Percentage Composition							
1951 Jan.-Mar.	39.1	41.7	19.2	100.0	76.4	23.6	100.0
Apr.-June	43.2	35.3	21.5	100.0	74.2	25.8	100.0
July-Sept.	39.4	37.6	23.0	100.0	72.7	27.3	100.0
Oct.-Dec.	42.7	36.6	20.7	100.0	71.5	28.5	100.0
1952 Jan.-Mar.	35.0	47.4	17.6	100.0	74.8	25.2	100.0
Apr.-June	32.5	50.1	17.4	100.0	77.1	22.9	100.0
July-Sept.	32.0	51.1	16.9	100.0	78.9	21.1	100.0
Oct.-Dec.	35.1	48.6	16.3	100.0	79.9	20.1	100.0
1953 Jan.-Mar.	33.7	49.5	16.8	100.0	80.7	19.3	100.0
Apr.-June	30.6	52.2	17.2	100.0	80.7	19.3	100.0
July-Sept.	31.2	50.2	18.6	100.0	80.5	19.5	100.0
Oct.-Dec.	34.1	48.7	17.2	100.0	80.1	19.9	100.0
1954 Jan.-Mar.	32.9	49.0	18.1	100.0	81.1	18.9	100.0
Apr.-June	32.1	49.1	18.8	100.0	80.6	19.4	100.0
July-Sept.	32.5	49.1	18.4	100.0	79.5	20.5	100.0
Oct.-Dec. (1)	33.9	48.2	17.9	100.0	79.6	20.4	100.0

(1) Preliminary.

Table 10. - Jewellery Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1951 Jan.-Mar.	11.8	2.6	4.9	19.3	4.4	3.2	7.6
Apr.-June	13.8	2.6	5.6	22.0	3.0	3.1	6.1
July-Sept.	15.4	3.3	4.4	23.1	2.8	2.7	5.5
Oct.-Dec.	24.7	6.0	9.5	40.2	4.2	5.8	10.0
1952 Jan.-Mar.	12.1	2.5	4.6	19.2	2.6	3.0	5.6
Apr.-June	14.5	3.9	5.5	23.9	3.4	3.1	6.5
July-Sept.	16.0	5.1	4.8	25.9	5.3	2.9	8.2
Oct.-Dec.	26.6	9.5	9.9	46.0	9.6	6.5	16.1
1953 Jan.-Mar.	13.2	3.6	4.8	21.6	7.6	3.1	10.7
Apr.-June	15.4	4.3	5.6	25.3	6.9	3.4	10.3
July-Sept.	17.0	5.4	4.9	27.3	7.4	3.2	10.6
Oct.-Dec.	27.1	9.4	10.2	46.7	11.3	6.6	17.9
1954 Jan.-Mar.	12.9	4.0	4.4	21.3	8.9	3.3	12.2
Apr.-June	14.8	4.4	5.6	24.8	8.3	3.5	11.8
July-Sept.	16.0	5.4	4.8	26.2	8.6	3.3	11.9
Oct.-Dec. (1)	26.2	9.3	9.8	45.3	12.6	6.4	19.0
Percentage Composition							
1951 Jan.-Mar.	61.4	13.4	25.2	100.0	57.4	42.6	100.0
Apr.-June	62.7	11.8	25.5	100.0	48.6	51.4	100.0
July-Sept.	66.7	14.3	19.0	100.0	50.5	49.5	100.0
Oct.-Dec.	61.4	14.9	23.7	100.0	41.5	58.5	100.0
1952 Jan.-Mar.	63.2	13.0	23.8	100.0	46.4	53.6	100.0
Apr.-June	60.6	16.5	22.9	100.0	51.7	48.3	100.0
July-Sept.	61.8	19.5	18.7	100.0	64.1	35.9	100.0
Oct.-Dec.	57.7	20.7	21.6	100.0	59.7	40.3	100.0
1953 Jan.-Mar.	61.2	16.8	22.0	100.0	70.8	29.2	100.0
Apr.-June	61.1	16.9	22.0	100.0	67.2	32.8	100.0
July-Sept.	62.3	19.9	17.8	100.0	69.4	30.6	100.0
Oct.-Dec.	58.0	20.2	21.8	100.0	63.2	36.8	100.0
1954 Jan.-Mar.	60.8	18.6	20.6	100.0	73.2	26.8	100.0
Apr.-June	59.8	17.8	22.4	100.0	70.2	29.8	100.0
July-Sept.	61.2	20.5	18.3	100.0	72.4	27.6	100.0
Oct.-Dec. (1)	57.8	20.6	21.6	100.0	66.5	33.5	100.0

(1) Preliminary.

Table 11. - Grocery and Combination Stores (Independent)
Sales and Accounts Receivable
(in millions of dollars)

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
1951 Jan.-Mar.	207.1	72.1	80.2	27.9	287.3	33.9
Apr.-June	232.5	71.9	90.8	28.1	323.3	35.3
July-Sept.	247.0	73.0	91.4	27.0	338.4	35.1
Oct.-Dec.	247.8	72.3	95.0	27.7	342.8	38.3
1952 Jan.-Mar.	226.7	72.7	85.2	27.3	311.9	35.1
Apr.-June	245.6	72.9	91.3	27.1	336.9	36.4
July-Sept.	255.2	73.6	91.5	26.4	346.7	36.1
Oct.-Dec.	251.6	73.3	91.6	26.7	343.2	38.1
1953 Jan.-Mar.	227.8	73.8	80.9	26.2	308.7	34.0
Apr.-June	252.8	73.5	91.1	26.5	343.9	36.4
July-Sept.	261.5	74.4	90.0	25.6	351.5	36.0
Oct.-Dec.	263.9	74.3	91.3	25.7	355.2	38.2
1954 Jan.-Mar.	232.3	74.2	80.7	25.8	313.0	35.3
Apr.-June	259.8	74.3	89.9	25.7	349.7	37.4
July-Sept.	271.8	75.2	89.6	24.8	361.4	36.7
Oct.-Dec. (1)	272.7	75.0	90.9	25.0	363.6	38.5

Table 12. - General Stores

1951 Jan.-Mar.	64.5	63.2	37.5	36.8	102.0	23.5
Apr.-June	86.4	64.5	47.6	35.5	134.0	24.6
July-Sept.	92.6	64.9	50.0	35.1	142.6	26.7
Oct.-Dec.	97.2	66.6	48.7	33.4	145.9	26.4
1952 Jan.-Mar.	71.8	65.0	38.6	35.0	110.4	23.9
Apr.-June	89.3	64.6	49.0	35.4	138.3	25.9
July-Sept.	95.6	65.1	51.3	34.9	146.9	28.3
Oct.-Dec.	96.6	66.6	48.5	33.4	145.1	27.7
1953 Jan.-Mar.	68.6	65.3	36.4	34.7	105.0	24.6
Apr.-June	88.1	65.2	47.0	34.8	135.1	25.6
July-Sept.	95.1	66.3	48.3	33.7	143.4	27.9
Oct.-Dec.	94.1	68.3	43.7	31.7	137.8	27.6
1954 Jan.-Mar.	68.6	65.6	36.0	34.4	104.6	27.4
Apr.-June	85.8	64.9	46.4	35.1	132.2	29.0
July-Sept.	94.5	67.1	46.4	32.9	140.9	29.2
Oct.-Dec. (1)	95.0	69.1	42.5	30.9	137.5	28.7

(1) Preliminary.

**Table 13. - Fuel Dealers
Sales and Accounts Receivable**
(in millions of dollars)

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
1951 Jan.-Mar.	25.4	38.0	41.5	62.0	66.9	23.0
Apr.-June	13.8	35.3	25.2	64.7	39.0	15.5
July-Sept.	18.3	35.1	33.9	64.9	52.2	18.9
Oct.-Dec.	26.9	35.8	48.3	64.2	75.2	26.1
1952 Jan.-Mar.	25.9	35.2	47.6	64.8	73.5	25.7
Apr.-June	12.0	29.9	28.0	70.1	40.0	17.1
July-Sept.	16.5	32.2	34.6	67.8	51.1	19.9
Oct.-Dec.	22.9	32.5	47.5	67.5	70.4	26.1
1953 Jan.-Mar.	23.2	34.3	44.5	65.7	67.7	24.8
Apr.-June	11.9	30.5	27.1	69.5	39.0	16.5
July-Sept.	14.3	29.8	33.6	70.2	47.9	20.4
Oct.-Dec.	21.1	30.1	48.9	69.9	70.0	27.6
1954 Jan.-Mar.	23.6	30.0	55.2	70.0	78.8	28.9
Apr.-June	10.8	26.0	30.8	74.0	41.6	20.4
July-Sept.	13.1	27.4	34.9	72.6	48.0	23.2
Oct.-Dec. (1)	22.2	28.9	54.7	71.1	76.9	31.3

Table 14. - Garages and Filling Stations

1951 Jan.-Mar.	69.2	72.7	26.0	27.3	95.2	16.3
Apr.-June	94.9	74.8	32.0	25.2	126.9	17.8
July-Sept.	104.1	76.4	32.1	23.6	136.2	18.8
Oct.-Dec.	89.1	73.8	31.7	26.2	120.8	18.8
1952 Jan.-Mar.	73.6	72.5	27.9	27.5	101.5	17.1
Apr.-June	100.9	75.1	33.5	24.9	134.4	18.5
July-Sept.	110.4	76.4	34.1	23.6	144.5	20.2
Oct.-Dec.	93.5	73.7	33.3	26.3	126.8	19.5
1953 Jan.-Mar.	80.1	73.6	28.8	26.4	108.9	18.6
Apr.-June	109.8	74.3	38.0	25.7	147.8	20.6
July-Sept.	124.2	77.2	36.7	22.8	160.9	20.4
Oct.-Dec.	104.6	75.4	34.1	24.6	138.7	20.4
1954 Jan.-Mar.	83.5	73.6	29.9	26.4	113.4	20.3
Apr.-June	110.7	75.2	36.5	24.8	147.2	22.3
July-Sept.	122.0	77.0	36.5	23.0	158.5	21.9
Oct.-Dec. (1)	105.3	75.2	34.7	24.8	140.0	23.1

(1) Preliminary.

Table 15. - All Other Trades
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1951 Jan.-Mar.	660.0	22.6	149.6	832.2	22.3	108.6	130.9
Apr.-June	846.8	26.5	174.2	1,047.5	19.5	112.9	132.4
July-Sept.	873.8	29.3	185.7	1,088.8	16.8	110.5	127.3
Oct.-Dec.	901.9	26.2	193.7	1,121.8	17.0	123.1	140.1
1952 Jan.-Mar.	696.5	27.6	162.7	886.8	15.9	111.3	127.2
Apr.-June	882.6	48.2	188.9	1,119.7	22.4	118.8	141.2
July-Sept.	929.0	46.0	197.9	1,172.9	26.6	122.2	148.8
Oct.-Dec.	968.8	45.6	204.5	1,218.9	32.9	134.0	166.9
1953 Jan.-Mar.	751.7	38.7	169.9	960.3	33.3	125.0	158.3
Apr.-June	944.4	54.3	198.5	1,197.2	34.4	132.0	166.4
July-Sept.	978.0	48.3	202.0	1,228.3	35.2	132.3	167.5
Oct.-Dec.	1,022.8	45.7	210.3	1,278.8	38.5	144.8	183.3
1954 Jan.-Mar.	757.5	35.9	170.5	963.9	37.1	132.7	169.8
Apr.-June	954.4	48.6	199.9	1,202.9	39.2	136.3	175.5
July-Sept.	981.9	47.3	201.3	1,230.5	38.9	136.3	175.2
Oct.-Dec. (1)	1,032.5	42.2	219.5	1,294.2	42.3	147.6	189.9
Percentage Composition							
1951 Jan.-Mar.	79.3	2.7	18.0	100.0	17.0	83.0	100.0
Apr.-June	80.9	2.5	16.6	100.0	14.7	85.3	100.0
July-Sept.	80.2	2.7	17.1	100.0	13.2	86.8	100.0
Oct.-Dec.	80.4	2.3	17.3	100.0	12.1	87.9	100.0
1952 Jan.-Mar.	78.5	3.1	18.4	100.0	12.5	87.5	100.0
Apr.-June	78.8	4.3	16.9	100.0	15.8	84.2	100.0
July-Sept.	79.2	3.9	16.9	100.0	17.9	82.1	100.0
Oct.-Dec.	79.5	3.7	16.8	100.0	19.7	80.3	100.0
1953 Jan.-Mar.	78.3	4.0	17.7	100.0	21.0	79.0	100.0
Apr.-June	78.9	4.5	16.6	100.0	20.7	79.3	100.0
July-Sept.	79.6	3.9	16.5	100.0	21.0	79.0	100.0
Oct.-Dec.	80.0	3.6	16.4	100.0	21.0	79.0	100.0
1954 Jan.-Mar.	78.6	3.7	17.7	100.0	21.9	78.1	100.0
Apr.-June	79.3	4.1	16.6	100.0	22.3	77.7	100.0
July-Sept.	79.8	3.8	16.4	100.0	22.2	77.8	100.0
Oct.-Dec. (1)	79.8	3.2	17.0	100.0	22.3	77.7	100.0

(1) Preliminary.

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CANADA



RETAIL CONSUMER CREDIT

FIRST QUARTER, 1955

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RETAIL CONSUMER CREDIT

During the first quarter of 1955 cash, instalment and charge sales amounted in total to \$1,624.5 million, \$302.0 million and \$606.7 million, respectively. Normally slack January and February business, together with a disturbance of the usual March sales pattern by some of the worst weather in years, brought total sales down to \$2,533.2 million from \$3,230.8 million, the 1954 fourth-quarter level. Cash sales decreased from the fourth-quarter level by 24.2%, and charge sales by 17.6%, approximately the same rates of decline as in the corresponding period last year, while instalment sales took a drop of 14.1%, a rate 5.6% lower than in the corresponding period last year. The volume of sales, however, was \$2.4 million higher than in the first quarter of 1954. Of the specified trades showing total sales at a lower level than in the quarter ending March 31, 1954, Motor Vehicle Dealers registered both the largest percentage decrease (5.4%) and the largest absolute decrease (\$24.8 million).

Type of Sale	Sales - First Quarter		
	1954	1955	% Change 1955/1954
	(millions of dollars)		
Cash	1,622.0	1,624.5	+ 0.2
Instalment	313.2	302.0	- 3.6
Charge	595.6	606.7	+ 1.9

The overall drop of 3.6% in the instalment component from the 1954 first-quarter level was reflected in all the specified trades, with the exception of Department Stores, Women's Clothing and Furniture Stores. Hardware Stores' instalment sales showed the largest percentage decrease (23.8%) and Motor Vehicle Dealers' the largest absolute decrease (\$11.8 million).

Charge sales made a gain of \$11.1 million (1.9%) over last year's first-quarter estimate. Household Appliances and Radio Stores and Fuel Dealers which, respectively, gained over last year's first quarter the largest percentage increase (21.1%) and the largest absolute increase (\$5.9 million), were the only trades showing a larger volume of charge sales than in the final quarter of 1954.

Cash sales topped last year's first-quarter figure by \$2.5 million, an increase of 0.2%. However, almost half of the specified trades showed declines, ranging from a high of 7.6% for Motor Vehicle Dealers to a low of 1.1% for Garages and Filling Stations.

Accounts receivable on the books of retailers as at March 31, 1955, indicated normally high first-quarter repayments on a debt of record proportions outweighing new credit sales, with the result that instalment receivables decreased 8.1% and charge receivables 9.2%. Nevertheless, outstandings reached a higher level than in the corresponding quarter last year, instalment receivables being 6.0% higher and charge account receivables 1.3% higher.

Note: This series is now computed on a revised base which makes use of 1951 Census benchmarks.

FIRST QUARTER - SALES AND TOTAL ACCOUNTS RECEIVABLE - 1954 and 1955

Trade	Cash Sales			Instalment Sales		
	1954	1955	% Change	1954	1955	% Change
Total, All Trades	1,622.0	1,624.5	+ 0.2	313.2	302.0	- 3.6
Department	134.5	139.0	+ 3.3	29.5	32.8	+ 11.2
Motor Vehicle	163.5	151.1	- 7.6	185.4	173.6	- 6.4
Men's Clothing	28.1	26.7	- 5.0	1.3	1.2	- 7.7
Family Clothing	25.7	24.4	- 5.1	1.5	1.4	- 6.7
Women's Clothing	32.3	29.9	- 7.4	1.4	1.6	+ 14.3
Hardware	23.5	22.2	- 5.5	2.1	1.6	- 23.8
Furniture	12.9	13.4	+ 3.9	17.7	18.3	+ 3.4
Appliance & Radio	23.2	24.3	+ 4.7	34.5	32.9	- 4.6
Jewellery	12.9	13.0	+ 0.8	4.0	3.9	- 2.5
Grocery & Combination (Independent)	232.3	240.9	+ 3.7	-	-	-
General Stores	68.6	71.3	+ 3.9	-	-	-
Fuel Dealers	23.6	25.4	+ 7.6	-	-	-
Garages & Filling Stations	83.5	82.6	- 1.1	-	-	-

Percentage composition of Sales: From the fourth quarter of 1954 to the first quarter of 1955 instalment and charge account sales declined at a slower rate than did total sales. Consequently, in the first quarter of 1955 these components represented slightly larger portions of the average sales dollar than in the previous three-month period—a shift in sales composition comparable with that of the corresponding period last year. Cash sales, which dropped at a rate greater than the rate of decrease in total sales, decreased in representation from 66.3 to 64.1 cents, and this was reflected in 7 of the 13 specified trades.

Cash sales exclude cash receipts in any way related to instalment and charge sales, e.g. cash down payments, payments on customers' accounts and cash received from the sale of financial paper.

Instalment sales comprise credit sales made under formal sales contracts which provide for time payments and contain a repossession clause.

Charge sales include all sales on credit other than instalment sales, e.g. 30-day accounts, revolving charge and budgeted charge accounts.

WITH PERCENTAGE CHANGE, BY TRADES. (Sales in millions of dollars)

Charge Sales			Total Receivables			Trade
1954	1955	% Change	1954	1955	% Change	
595.6	606.7	+ 1.9	728.4	751.2	+ 3.1	Total, All Trades
43.9	45.7	+ 4.1	144.1	161.6	+ 12.1	Department
107.7	107.1	- 0.6	115.9	113.5	- 2.1	Motor Vehicle
11.4	12.3	+ 7.9	12.6	13.2	+ 4.8	Men's Clothing
9.6	10.0	+ 4.2	15.9	16.6	+ 4.4	Family Clothing
9.9	10.1	+ 2.0	10.7	11.6	+ 8.4	Women's Clothing
15.0	15.1	+ 0.7	20.3	19.9	- 2.0	Hardware
8.6	8.1	- 5.8	52.7	53.8	+ 2.1	Furniture
12.8	15.5	+ 21.1	62.3	56.8	- 8.8	Appliance & Radio
4.4	4.5	+ 2.3	12.2	13.3	+ 9.0	Jewellery
80.7	78.2	- 3.1	35.3	34.3	- 2.8	Grocery & Combination
36.0	33.5	- 6.9	27.4	27.3	- 0.4	(Independent)
55.2	61.1	+ 10.7	28.9	33.3	+ 15.2	General Stores
						Fuel Dealers
29.9	31.3	+ 4.7	20.3	22.1	+ 8.9	Garages & Filling Stations

**Table 1. - Total, All Trades
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1953-Oct.-Dec. ...	2,160.3	389.9	721.3	3,271.5	286.2	493.3	779.5
1954-Jan.-Mar. ...	1,622.0	313.2	595.6	2,530.8	276.4	452.0	728.4
Apr.-June ...	2,036.7	422.4	694.8	3,153.9	291.7	464.5	756.2
July-Sept. ..	2,004.0	380.3	659.4	3,043.7	289.3	464.4	753.7
Oct.-Dec. ...	2,143.4	351.4	736.0	3,230.8	319.0	504.7	823.7
1955-Jan.-Mar. (1)	1,624.5	302.0	606.7	2,533.2	293.1	458.1	751.2
Percentage Composition							
1953-Oct.-Dec. ...	66.0	11.9	22.1	100.0	36.7	63.3	100.0
1954-Jan.-Mar. ...	64.1	12.4	23.5	100.0	37.9	62.1	100.0
Apr.-June ...	64.6	13.4	22.0	100.0	38.6	61.4	100.0
July-Sept. ..	65.8	12.5	21.7	100.0	38.4	61.6	100.0
Oct.-Dec. ...	66.3	10.9	22.8	100.0	38.7	61.3	100.0
1955-Jan.-Mar. (1)	64.1	11.9	24.0	100.0	39.0	61.0	100.0

**Table 2. - Department Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1953-Oct.-Dec. ...	225.9	52.6	72.3	350.8	99.6	65.4	165.0
1954-Jan.-Mar. ...	134.5	29.5	43.9	207.9	95.1	49.0	144.1
Apr.-June ...	162.8	35.7	56.7	255.2	95.1	51.8	146.9
July-Sept. ..	144.7	37.4	47.5	229.6	97.0	51.8	148.8
Oct.-Dec. ...	231.4	60.2	75.7	367.3	114.5	69.1	183.6
1955-Jan.-Mar. (1)	139.0	32.8	45.7	217.5	109.1	52.5	161.6
Percentage Composition							
1953-Oct.-Dec. ...	64.4	15.0	20.6	100.0	60.3	39.7	100.0
1954-Jan.-Mar. ...	64.7	14.2	21.1	100.0	66.0	34.0	100.0
Apr.-June ...	63.8	14.0	22.2	100.0	64.8	35.2	100.0
July-Sept. ..	63.0	16.3	20.7	100.0	65.2	34.8	100.0
Oct.-Dec. ...	63.0	16.4	20.6	100.0	62.4	37.6	100.0
1955-Jan.-Mar. (1)	63.9	15.1	21.0	100.0	67.5	32.5	100.0

(1) Preliminary.

Table 3. - Motor Vehicle Dealers
Sales and Accounts Receivable

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Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1953-Oct.-Dec. ...	158.4	209.8	111.9	480.1	34.6	74.5	109.1
1954-Jan.-Mar. ...	163.5	185.4	107.7	456.6	36.9	79.0	115.9
Apr.-June ...	245.2	272.3	143.4	660.9	51.8	84.1	135.9
July-Sept. ..	185.2	230.4	122.8	538.4	45.8	82.1	127.9
Oct.-Dec. ...	123.4	166.5	112.2	402.1	39.0	71.5	110.5
1955-Jan.-Mar. (1)	151.1	173.6	107.1	431.8	40.1	73.4	113.5
Percentage Composition							
1953-Oct.-Dec. ...	33.0	43.7	23.3	100.0	31.7	68.3	100.0
1954-Jan.-Mar. ...	35.8	40.6	23.6	100.0	31.9	68.1	100.0
Apr.-June ...	37.1	41.2	21.7	100.0	38.1	61.9	100.0
July-Sept. ..	34.4	42.8	22.8	100.0	35.8	64.2	100.0
Oct.-Dec. ...	30.7	41.4	27.9	100.0	35.3	64.7	100.0
1955-Jan.-Mar. (1)	35.0	40.2	24.8	100.0	35.4	64.6	100.0

Table 4. - Men's Clothing Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1953-Oct.-Dec. ...	50.7	2.3	18.9	71.9	1.8	13.4	15.2
1954-Jan.-Mar. ...	28.1	1.3	11.4	40.8	1.5	11.1	12.6
Apr.-June ...	35.2	1.6	14.2	51.0	1.6	11.5	13.1
July-Sept. ..	30.1	1.2	10.5	41.8	1.4	10.0	11.4
Oct.-Dec. ...	49.1	2.1	19.3	70.5	1.9	13.4	15.3
1955-Jan.-Mar. (1)	26.7	1.2	12.3	40.2	1.6	11.6	13.2
Percentage Composition							
1953-Oct.-Dec. ...	70.5	3.2	26.3	100.0	12.1	87.9	100.0
1954-Jan.-Mar. ...	69.0	3.1	27.9	100.0	12.2	87.8	100.0
Apr.-June ...	69.1	3.1	27.8	100.0	11.9	88.1	100.0
July-Sept. ..	72.1	2.9	25.0	100.0	12.2	87.8	100.0
Oct.-Dec. ...	69.7	3.0	27.3	100.0	12.2	87.8	100.0
1955-Jan.-Mar. (1)	66.4	3.1	30.5	100.0	12.1	87.9	100.0

(1) Preliminary.

Table 5. - Family Clothing Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1953-Oct.-Dec. ...	48.8	3.3	17.3	69.4	3.2	15.9	19.1
1954-Jan.-Mar. ...	25.7	1.5	9.6	36.8	2.3	13.6	15.9
Apr.-June ...	37.8	2.0	13.9	53.7	2.4	14.1	16.5
July-Sept. ..	34.3	1.4	10.0	45.7	2.3	13.2	15.5
Oct.-Dec. ...	46.8	3.1	17.0	66.9	2.9	17.2	20.1
1955-Jan.-Mar. (1)	24.4	1.4	10.0	35.8	2.5	14.1	16.6
Percentage Composition							
1953-Oct.-Dec. ...	70.3	4.7	25.0	100.0	16.6	83.4	100.0
1954-Jan.-Mar. ...	69.9	4.0	26.1	100.0	14.6	85.4	100.0
Apr.-June ...	70.4	3.8	25.8	100.0	14.4	85.6	100.0
July-Sept. ..	75.0	3.1	21.9	100.0	14.6	85.4	100.0
Oct.-Dec. ...	70.0	4.6	25.4	100.0	14.5	85.5	100.0
1955-Jan.-Mar. (1)	68.0	4.0	28.0	100.0	15.2	84.8	100.0

Table 6. - Women's Clothing Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1953-Oct.-Dec. ...	51.7	1.8	13.1	66.6	1.6	9.9	11.5
1954-Jan.-Mar. ...	32.3	1.4	9.9	43.6	1.6	9.1	10.7
Apr.-June ...	44.5	1.3	11.1	56.9	1.5	9.1	10.6
July-Sept. ..	37.5	1.1	9.7	48.3	1.4	9.8	11.2
Oct.-Dec. ...	49.6	1.5	12.2	63.3	1.7	10.7	12.4
1955-Jan.-Mar. (1)	29.9	1.6	10.1	41.6	1.8	9.8	11.6
Percentage Composition							
1953-Oct.-Dec. ...	77.6	2.7	19.7	100.0	14.2	85.8	100.0
1954-Jan.-Mar. ...	74.0	3.2	22.8	100.0	14.6	85.4	100.0
Apr.-June ...	78.3	2.2	19.5	100.0	14.1	85.9	100.0
July-Sept. ..	77.7	2.3	20.0	100.0	12.3	87.7	100.0
Oct.-Dec. ...	78.4	2.4	19.2	100.0	13.7	86.3	100.0
1955-Jan.-Mar. (1)	72.0	3.7	24.3	100.0	15.3	84.7	100.0

(1) Preliminary.

Table 7. - Hardware Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1953-Oct.-Dec. ...	44.5	2.8	23.7	71.0	2.2	20.5	22.7
1954-Jan.-Mar. ...	23.5	2.1	15.0	40.6	2.3	18.0	20.3
Apr.-June ...	38.6	2.4	24.0	65.0	2.2	21.3	23.5
July-Sept. ..	37.1	2.3	23.9	63.3	2.1	22.1	24.2
Oct.-Dec. ...	42.0	2.5	22.1	66.6	2.2	21.0	23.2
1955-Jan.-Mar. (1)	22.2	1.6	15.1	38.9	1.9	18.0	19.9
Percentage Composition							
1953-Oct.-Dec. ...	62.7	4.0	33.3	100.0	9.5	90.5	100.0
1954-Jan.-Mar. ...	57.8	5.2	37.0	100.0	11.5	88.5	100.0
Apr.-June ...	59.4	3.7	36.9	100.0	9.3	90.7	100.0
July-Sept. ..	58.6	3.7	37.7	100.0	8.8	91.2	100.0
Oct.-Dec. ...	63.0	3.7	33.3	100.0	9.5	90.5	100.0
1955-Jan.-Mar. (1)	57.1	4.1	38.8	100.0	9.6	90.4	100.0

Table 8. - Furniture Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1953-Oct.-Dec. ...	19.6	23.5	11.9	55.0	40.1	15.1	55.2
1954-Jan.-Mar. ...	12.9	17.7	8.6	39.2	40.1	12.6	52.7
Apr.-June ...	15.9	23.1	10.7	49.7	41.6	12.0	53.6
July-Sept. ..	15.2	22.7	10.1	48.0	43.5	12.3	55.8
Oct.-Dec. ...	17.8	24.9	11.3	54.0	46.5	12.3	58.8
1955-Jan.-Mar. (1)	13.4	18.3	8.1	39.8	42.2	11.6	53.8
Percentage Composition							
1953-Oct.-Dec. ...	35.7	42.7	21.6	100.0	72.6	27.4	100.0
1954-Jan.-Mar. ...	32.9	45.2	21.9	100.0	76.1	23.9	100.0
Apr.-June ...	32.0	46.4	21.6	100.0	77.5	22.5	100.0
July-Sept. ..	31.6	47.3	21.1	100.0	78.0	22.0	100.0
Oct.-Dec. ...	32.9	46.1	21.0	100.0	79.1	20.9	100.0
1955-Jan.-Mar. (1)	33.6	46.1	20.3	100.0	78.5	21.5	100.0

(1) Preliminary.

Table 9. - Household Appliance and Radio Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1953-Oct.-Dec. ...	27.1	38.8	13.7	79.6	53.4	13.2	66.6
1954-Jan.-Mar. ...	23.2	34.5	12.8	70.5	50.5	11.8	62.3
Apr.-June ...	20.3	31.0	11.9	63.2	48.1	11.5	59.6
July-Sept. ..	20.6	31.1	11.6	63.3	48.4	12.5	60.9
Oct.-Dec. ...	28.6	39.0	14.9	82.5	54.8	13.9	68.7
1955-Jan.-Mar. (1)	24.3	32.9	15.5	72.7	44.3	12.5	56.8
Percentage Composition							
1953-Oct.-Dec. ...	34.1	48.7	17.2	100.0	80.1	19.9	100.0
1954-Jan.-Mar. ...	32.9	49.0	18.1	100.0	81.1	18.9	100.0
Apr.-June ...	32.1	49.1	18.8	100.0	80.6	19.4	100.0
July-Sept. ..	32.5	49.1	18.4	100.0	79.5	20.5	100.0
Oct.-Dec. ...	34.7	47.2	18.1	100.0	79.7	20.3	100.0
1955-Jan.-Mar. (1)	33.4	45.3	21.3	100.0	77.9	22.1	100.0

Table 10. - Jewellery Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1953-Oct.-Dec. ...	27.1	9.4	10.2	46.7	11.3	6.6	17.9
1954-Jan.-Mar. ...	12.9	4.0	4.4	21.3	8.9	3.3	12.2
Apr.-June ...	14.8	4.4	5.6	24.8	8.3	3.5	11.8
July-Sept. ..	16.0	5.4	4.8	26.2	8.6	3.3	11.9
Oct.-Dec. ...	26.2	9.3	9.8	45.3	12.6	6.4	19.0
1955-Jan.-Mar. (1)	13.0	3.9	4.5	21.4	10.2	3.1	13.3
Percentage Composition							
1953-Oct.-Dec. ...	58.0	20.2	21.8	100.0	63.2	36.8	100.0
1954-Jan.-Mar. ...	60.8	18.6	20.6	100.0	73.2	26.8	100.0
Apr.-June ...	59.8	17.8	22.4	100.0	70.2	29.8	100.0
July-Sept. ..	61.2	20.5	18.3	100.0	72.4	27.6	100.0
Oct.-Dec. ...	57.8	20.6	21.6	100.0	66.5	33.5	100.0
1955-Jan.-Mar. (1)	60.7	18.1	21.2	100.0	76.4	23.6	100.0

(1) Preliminary.

Table 11. - Grocery and Combination Stores (Independent)

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Sales and Accounts Receivable

(in millions of dollars)

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
1953-Oct.-Dec.	263.9	74.3	91.3	25.7	355.2	38.2
1954-Jan.-Mar.	232.3	74.2	80.7	25.8	313.0	35.3
Apr.-June	259.8	74.3	89.9	25.7	349.7	37.4
July-Sept.	271.8	75.2	89.6	24.8	361.4	36.7
Oct.-Dec.	273.4	75.2	90.2	24.8	363.6	38.4
1955-Jan.-Mar. (1)	240.9	75.5	78.2	24.5	319.1	34.3

Table 12. - General Stores

1953-Oct.-Dec.	94.1	68.3	43.7	31.7	137.8	27.6
1954-Jan.-Mar.	68.6	65.6	36.0	34.4	104.6	27.4
Apr.-June	85.8	64.9	46.4	35.1	132.2	29.0
July-Sept.	94.5	67.1	46.4	32.9	140.9	29.2
Oct.-Dec.	95.1	69.2	42.4	30.8	137.5	28.8
1955-Jan.-Mar. (1)	71.3	68.0	33.5	32.0	104.8	27.3

Table 13. - Fuel Dealers

1953-Oct.-Dec.	21.1	30.1	48.9	69.9	70.0	27.6
1954-Jan.-Mar.	23.6	30.0	55.2	70.0	78.8	28.9
Apr.-June	10.8	26.0	30.8	74.0	41.6	20.4
July-Sept.	13.1	27.4	34.9	72.6	48.0	23.2
Oct.-Dec.	22.4	29.2	54.5	70.8	76.9	31.0
1955-Jan.-Mar. (1)	25.4	29.4	61.1	70.6	86.5	33.3

Table 14. - Garages and Filling Stations

1953-Oct.-Dec.	104.6	75.4	34.1	24.6	138.7	20.4
1954-Jan.-Mar.	83.5	73.6	29.9	26.4	113.4	20.3
Apr.-June	110.7	75.2	36.5	24.8	147.2	22.3
July-Sept.	122.0	77.0	36.5	23.0	158.5	21.9
Oct.-Dec.	105.2	75.1	34.8	24.9	140.0	22.9
1955-Jan.-Mar. (1)	82.6	72.5	31.3	27.5	113.9	22.1

(1) Preliminary.

Table 15. - All Other Trades
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1953-Oct.-Dec. ...	1,022.8	45.7	210.3	1,278.8	38.5	144.8	183.3
1954-Jan.-Mar. ...	757.5	35.9	170.5	963.9	37.1	132.7	169.8
Apr.-June ...	954.4	48.6	199.9	1,202.9	39.2	136.3	175.5
July-Sept. ..	981.9	47.3	201.3	1,230.5	38.9	136.3	175.2
Oct.-Dec. ...	1,032.4	42.3	219.6	1,294.3	42.9	148.1	191.0
1955-Jan.-Mar. (1)	760.3	34.7	174.2	969.2	39.4	134.5	173.9
Percentage Composition							
1953-Oct.-Dec. ...	80.0	3.6	16.4	100.0	21.0	79.0	100.0
1954-Jan.-Mar. ...	78.6	3.7	17.7	100.0	21.9	78.1	100.0
Apr.-June ...	79.3	4.1	16.6	100.0	22.3	77.7	100.0
July-Sept. ..	79.8	3.8	16.4	100.0	22.2	77.8	100.0
Oct.-Dec. ...	79.8	3.2	17.0	100.0	22.4	77.6	100.0
1955-Jan.-Mar. (1)	78.4	3.6	18.0	100.0	22.6	77.4	100.0

(1) Preliminary.



CANADA



RETAIL CONSUMER CREDIT SECOND QUARTER, 1955

Published by Authority of

The Right Honourable C. D. Howe, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

Merchandising and Services Section

RETAIL CONSUMER CREDIT

In the second quarter of 1955 dollar volume of total sales reached a record level--\$3,405.3 million, which consisted of cash, instalment and charge sales amounting to \$2,148.4 million, \$535.6 million and \$721.3 million, respectively. The seasonal upswing in sales from the first to the second quarter proceeded at a higher rate than in 1954, for each component; it was particularly marked in the case of instalment sales which increased by 78.3%--a rate of increase 43.4% higher than in the corresponding period last year, bringing the volume of instalment sales to an unprecedented high. Of the 13 specified trades, only Fuel Dealers showed a decrease in total sales compared with the second quarter of 1954; the largest percentage gain (19.7%), as well as the largest absolute increase (\$129.9 million), was registered by Motor Vehicle Dealers. The portion of the average dollar spent on cash purchases at retail declined to 63.1 cents in the second quarter of 1955, compared with 64.2 cents in the first quarter of the year and 64.6 cents in the second quarter of 1954. Conversely, the portion attributable to credit purchases increased to 36.9 cents, compared with 35.8 cents in the first quarter of 1955 and 35.4 cents in the second quarter of 1954.

Type of Sale	Sales - Second Quarter		
	1954	1955	% Change 1955/1954
	(millions of dollars)		
Cash	2,036.7	2,148.4	+ 5.5
Instalment	422.4	535.6	+ 26.8
Charge	694.8	721.3	+ 3.8

Instalment sales in the second quarter of 1955 showed an overall increase of 26.8%, compared with the second quarter of last year, which was attributable mainly to Motor Vehicle Dealers (+33.9%), Department Stores (+15.7%) and Hardware Stores (+20.8%). Smaller gains were made by Furniture Stores and Jewellery Stores. The absolute increase in instalment sales of Motor Vehicle Dealers amounted to \$92.3 million. The clothing trades' volume of instalment sales was the same this year as last, and Household Appliance and Radio Stores registered the only decline among the specified trades--a drop of 1.3%.

Charge sales showed a gain of \$26.5 million, or 3.8%, over last year's second quarter estimate. Increases among the specified trades ranged from a high of 20.6% in Men's Clothing to a low of 1.2% in Independent Grocery and Combination Stores. The largest absolute increase, which amounted to \$12.4 million, was made by Motor Vehicle Dealers. Hardware Stores showed the same amount of purchases made by customers on charge accounts in the second quarter this year as last. Declines averaging 5.0% were registered by Furniture Stores, Jewellery Stores, General Stores and Fuel Dealers; however, of these only Fuel Dealers had a volume of charge sales smaller than in the first quarter of 1955, and this decrease amounted to \$33.2 million.

Sales made on a cash basis were 5.5% higher in the second quarter of 1955 than in the same quarter last year. The largest gain in cash sales for any of the specified trades was a 10.3% increase registered by Motor Vehicle Dealers. Increases ranging from 0.5% to 9.1% were made by other specified trades, with the exception of Household Appliance and Radio Stores and Jewellery Stores whose cash sales were at a level unchanged from a year ago, and Men's Clothing and Fuel Dealers which registered declines of 4.2% and 12.0%, respectively. As was the case with their credit sales, Motor Vehicle Dealers' cash sales increased by the largest absolute amount compared with the other specified trades, an increase of \$25.2 million.

Total accounts receivable on the books of retailers as at June 30, 1955, amounted to \$803.1--6.2% more than outstandings at the end of the second quarter a year ago, and 7.1% more than receivables held by retailers at the end of March, 1955. The increase in outstandings from the first to the second quarter of the year was 3.3% greater than the increase in the corresponding period last year. Balances outstanding on intermediate-term credit, which amounted to \$289.3 million as at March 31, 1955, were apparently bolstered by the high volume of instalment sales, in particular the instalment sales of Motor Vehicle Dealers which were 112.1% higher in the second quarter of 1955 than in the first. Charge account receivables showed an increase of 5.6% compared with charge account receivables at the end of June, 1954, and an increase of 6.5% compared with charge account receivables at the end of March, 1955.

Note: This series is now computed on a revised base which makes use of 1951 Census benchmarks.

SECOND QUARTER - SALES AND TOTAL ACCOUNTS RECEIVABLE - 1954 and 1955

Trade	Cash Sales			Instalment Sales		
	1954	1955	% Change	1954	1955	% Change
Total, All Trades ...	2,036.7	2,148.4	+ 5.5	422.4	535.6	+ 26.8
Department	162.8	171.7	+ 5.5	35.7	41.3	+ 15.7
Motor Vehicle	245.2	270.4	+ 10.3	272.3	364.6	+ 33.9
Men's Clothing	35.3	33.8	- 4.2	1.6	1.6	0.0
Family Clothing	37.8	38.0	+ 0.5	2.0	2.0	0.0
Women's Clothing	44.5	45.4	+ 2.0	1.3	1.3	0.0
Hardware	38.6	39.7	+ 2.8	2.4	2.9	+ 20.8
Furniture	15.9	16.7	+ 5.0	23.1	25.2	+ 9.1
Appliance & Radio ...	20.3	20.3	0.0	31.0	30.6	- 1.3
Jewellery	14.8	14.8	0.0	4.4	4.5	+ 2.3
Grocery & Combination (Independent)	259.8	274.4	+ 5.6	-	-	-
General Stores	85.8	93.6	+ 9.1	-	-	-
Fuel Dealers	10.8	9.5	- 12.0	-	-	-
Garages & Filling Stations	110.7	114.6	+ 3.5	-	-	-

Percentage composition of sales: From the first to the second quarter of the year instalment sales increased at a faster rate than did total sales. Consequently, in the second quarter this component represented a larger portion of the average sales dollar than in the previous three-month period, while the cash and charge components declined in representation. This shift in sales composition was not entirely comparable with that of the corresponding period last year. At that time the instalment portion increased to a lesser extent (1.0% compared with 3.8%); accompanied by an increase in the representation of cash sales, and a decrease of 1.5% in the representation of charge sales as compared with the 2.7% decrease from the first to the second quarter of 1955. Compared with the second quarter of 1954, increased or unchanged representation of instalment sales to total sales was reflected in all specified trades selling on instalments, with the exception of Family Clothing Stores and Household Appliances and Radio Stores in which the instalment portion was smaller by 0.2% and 1.3%, respectively.

Cash sales exclude cash receipts in any way related to instalment and charge sales, e.g. cash down payments, payments on customers' accounts and cash received from the sale of financial paper.

Instalment sales comprise credit sales made under formal sales contracts which provide for time payments and contain a repossession clause, and include cash down payments and trade-in allowances.

Charge sales include all sales on credit other than instalment sales, e.g. 30-day accounts, revolving charge and budgeted charge accounts.

WITH PERCENTAGE CHANGE, BY TRADES. (Sales in millions of dollars)

Charge Sales			Total Receivables			Trade
1954	1955	% Change	1954	1955	% Change	
694.8	721.3	+ 3.8	756.2	803.1	+ 6.2	Total, All Trades
56.7	60.8	+ 7.2	146.9	167.4	+ 14.0	Department
143.4	155.8	+ 8.6	135.9	151.2	+ 11.3	Motor Vehicle
14.1	17.0	+ 20.6	13.1	14.6	+ 11.5	Men's Clothing
13.9	15.0	+ 7.9	16.5	17.7	+ 7.3	Family Clothing
11.1	11.4	+ 2.7	10.6	11.9	+ 12.3	Women's Clothing
24.0	24.0	0.0	23.5	24.0	+ 2.1	Hardware
10.7	10.2	- 4.7	53.6	54.2	+ 1.1	Furniture
11.9	13.1	+ 10.1	59.6	55.1	- 7.6	Appliance & Radio
5.6	5.5	- 1.8	11.8	13.2	+ 11.9	Jewellery
						Grocery & Combination
89.9	91.0	+ 1.2	37.4	35.8	- 4.3	(Independent)
46.4	42.9	- 7.5	29.0	28.0	- 3.4	General Stores
30.8	29.0	- 5.8	20.4	20.8	+ 2.0	Fuel Dealers
						Garages & Filling
36.5	38.4	+ 5.2	22.3	23.3	+ 4.5	Stations

Table 1. - Total, All Trades
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1954-Jan.-Mar. ...	1,622.0	313.2	595.6	2,530.8	276.4	452.0	728.4
Apr.-June ...	2,036.7	422.4	694.8	3,153.9	291.7	464.5	756.2
July-Sept. ..	2,004.0	380.3	659.4	3,043.7	289.3	464.4	753.7
Oct.-Dec. ...	2,143.4	351.4	736.0	3,230.8	319.0	504.7	823.7
1955-Jan.-Mar. ...	1,626.2	300.4	606.6	2,533.2	289.3	460.6	749.9
Apr.-June (1)	2,148.4	535.6	721.3	3,405.3	312.5	490.6	803.1
Percentage Composition							
1954-Jan.-Mar. ...	64.1	12.4	23.5	100.0	37.9	62.1	100.0
Apr.-June ...	64.6	13.4	22.0	100.0	38.6	61.4	100.0
July-Sept. ..	65.8	12.5	21.7	100.0	38.4	61.6	100.0
Oct.-Dec. ...	66.3	10.9	22.8	100.0	38.7	61.3	100.0
1955-Jan.-Mar. ...	64.2	11.9	23.9	100.0	38.6	61.4	100.0
Apr.-June (1)	63.1	15.7	21.2	100.0	38.9	61.1	100.0

Table 2.- Department Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1954-Jan.-Mar. ...	134.5	29.5	43.9	207.9	95.1	49.0	144.1
Apr.-June ...	162.8	35.7	56.7	255.2	95.1	51.8	146.9
July-Sept. ..	144.7	37.4	47.5	229.6	97.0	51.8	148.8
Oct.-Dec. ...	231.4	60.2	75.7	367.3	114.5	69.1	183.6
1955-Jan.-Mar. ...	139.0	32.8	45.7	217.5	109.1	52.5	161.6
Apr.-June (1)	171.7	41.3	60.8	273.8	110.8	56.6	167.4
Percentage Composition							
1954-Jan.-Mar. ...	64.7	14.2	21.1	100.0	66.0	34.0	100.0
Apr.-June ...	63.8	14.0	22.2	100.0	64.8	35.2	100.0
July-Sept. ..	63.0	16.3	20.7	100.0	65.2	34.8	100.0
Oct.-Dec. ...	63.0	16.4	20.6	100.0	62.4	37.6	100.0
1955-Jan.-Mar. ...	63.9	15.1	21.0	100.0	67.5	32.5	100.0
Apr.-June (1)	62.7	15.1	22.2	100.0	66.2	33.8	100.0

(1) Preliminary

**Table 3. - Motor Vehicle Dealers
Sales and Accounts Receivable**

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Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1954-Jan.-Mar. ...	163.5	185.4	107.7	456.6	36.9	79.0	115.9
Apr.-June ...	245.2	272.3	143.4	660.9	51.8	84.1	135.9
July-Sept. ..	185.2	230.4	122.8	538.4	45.8	82.1	127.9
Oct.-Dec. ...	123.4	166.5	112.2	402.1	39.0	71.5	110.5
1955-Jan.-Mar. ...	152.8	171.9	107.1	431.8	38.6	74.7	113.3
Apr.-June (1)	270.4	364.6	155.8	790.8	55.7	95.5	151.2
Percentage Composition							
1954-Jan.-Mar. ...	35.8	40.6	23.6	100.0	31.9	68.1	100.0
Apr.-June ...	37.1	41.2	21.7	100.0	38.1	61.9	100.0
July-Sept. ..	34.4	42.8	22.8	100.0	35.8	64.2	100.0
Oct.-Dec. ...	30.7	41.4	27.9	100.0	35.3	64.7	100.0
1955-Jan.-Mar. ...	35.4	39.8	24.8	100.0	34.0	66.0	100.0
Apr.-June (1)	34.2	46.1	19.7	100.0	36.8	63.2	100.0

**Table 4. - Men's Clothing Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1954-Jan.-Mar. ...	28.1	1.3	11.4	40.8	1.5	11.1	12.6
Apr.-June ...	35.3	1.6	14.1	51.0	1.6	11.5	13.1
July-Sept. ..	30.1	1.2	10.5	41.8	1.4	10.0	11.4
Oct.-Dec. ...	49.1	2.1	19.3	70.5	1.9	13.4	15.3
1955-Jan.-Mar. ...	26.5	1.3	12.4	40.2	1.6	11.7	13.3
Apr.-June (1)	33.8	1.6	17.0	52.4	1.5	13.1	14.6
Percentage Composition							
1954-Jan.-Mar. ...	69.0	3.1	27.9	100.0	12.2	87.8	100.0
Apr.-June ...	69.1	3.1	27.8	100.0	11.9	88.1	100.0
July-Sept. ..	72.1	2.9	25.0	100.0	12.2	87.8	100.0
Oct.-Dec. ...	69.7	3.0	27.3	100.0	12.2	87.8	100.0
1955-Jan.-Mar. ...	66.0	3.1	30.9	100.0	12.0	88.0	100.0
Apr.-June (1)	64.4	3.1	32.5	100.0	10.3	89.7	100.0

(1) Preliminary.

Table 5. - Family Clothing Stores

Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1954-Jan.-Mar. ...	25.7	1.5	9.6	36.8	2.3	13.6	15.9
Apr.-June ...	37.8	2.0	13.9	53.7	2.4	14.1	16.5
July-Sept. ..	34.3	1.4	10.0	45.7	2.3	13.2	15.5
Oct.-Dec. ...	46.8	3.1	17.0	66.9	2.9	17.2	20.1
1955-Jan.-Mar. ...	24.5	1.4	9.9	35.8	2.5	14.2	16.7
Apr.-June (1)	38.0	2.0	15.0	55.0	2.3	15.4	17.7
Percentage Composition							
1954-Jan.-Mar. ...	69.9	4.0	26.1	100.0	14.6	85.4	100.0
Apr.-June ...	70.4	3.8	25.8	100.0	14.4	85.6	100.0
July-Sept. ..	75.0	3.1	21.9	100.0	14.6	85.4	100.0
Oct.-Dec. ...	70.0	4.6	25.4	100.0	14.5	85.5	100.0
1955-Jan.-Mar. ...	68.5	4.0	27.5	100.0	15.1	84.9	100.0
Apr.-June (1)	69.0	3.6	27.4	100.0	13.2	86.8	100.0

Table 6. - Women's Clothing Stores

Sales and Accounts Receivable

Dollar Estimates (in millions)							
1954-Jan.-Mar. ...	32.2	1.4	9.9	43.5	1.6	9.1	10.7
Apr.-June ...	44.5	1.3	11.1	56.9	1.5	9.1	10.6
July-Sept. ..	37.5	1.1	9.7	48.3	1.4	9.8	11.2
Oct.-Dec. ...	49.6	1.5	12.2	63.3	1.7	10.7	12.4
1955-Jan.-Mar. ...	30.0	1.5	10.1	41.6	1.7	9.9	11.6
Apr.-June (1)	45.4	1.3	11.4	58.1	1.8	10.1	11.9
Percentage Composition							
1954-Jan.-Mar. ...	74.0	3.2	22.8	100.0	14.6	85.4	100.0
Apr.-June ...	78.3	2.2	19.5	100.0	14.1	85.9	100.0
July-Sept. ..	77.7	2.3	20.0	100.0	12.3	87.7	100.0
Oct.-Dec. ...	78.4	2.4	19.2	100.0	13.7	86.3	100.0
1955-Jan.-Mar. ...	72.0	3.7	24.3	100.0	15.2	84.8	100.0
Apr.-June (1)	78.2	2.2	19.6	100.0	15.4	84.6	100.0

(1) Preliminary.

**Table 7. - Hardware Stores
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1954-Jan.-Mar. ...	23.5	2.1	15.0	40.6	2.3	18.0	20.3
Apr.-June ...	38.6	2.4	24.0	65.0	2.2	21.3	23.5
July-Sept. ..	37.1	2.3	23.9	63.3	2.1	22.1	24.2
Oct.-Dec. ...	42.0	2.5	22.1	66.6	2.2	21.0	23.2
1955-Jan.-Mar. ...	22.2	1.6	15.1	38.9	1.9	18.0	19.9
Apr.-June (1)	39.7	2.9	24.0	66.6	2.4	21.6	24.0
Percentage Composition							
1954-Jan.-Mar. ...	57.8	5.2	37.0	100.0	11.5	88.5	100.0
Apr.-June ...	59.4	3.7	36.9	100.0	9.3	90.7	100.0
July-Sept. ..	58.6	3.7	37.7	100.0	8.8	91.2	100.0
Oct.-Dec. ...	63.0	3.7	33.3	100.0	9.5	90.5	100.0
1955-Jan.-Mar. ...	57.1	4.1	38.8	100.0	9.6	90.4	100.0
Apr.-June (1)	59.6	4.3	36.1	100.0	9.8	90.2	100.0

**Table 8. - Furniture Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1954-Jan.-Mar. ...	12.9	17.7	8.6	39.2	40.1	12.6	52.7
Apr.-June ...	15.9	23.1	10.7	49.7	41.6	12.0	53.6
July-Sept. ..	15.2	22.7	10.1	48.0	43.5	12.3	55.8
Oct.-Dec. ...	17.8	24.9	11.3	54.0	46.5	12.3	58.8
1955-Jan.-Mar. ...	13.0	18.5	8.3	39.8	41.3	11.8	53.1
Apr.-June (1)	16.7	25.2	10.2	52.1	43.0	11.2	54.2
Percentage Composition							
1954-Jan.-Mar. ...	32.9	45.2	21.9	100.0	76.1	23.9	100.0
Apr.-June ...	32.0	46.4	21.6	100.0	77.5	22.5	100.0
July-Sept. ..	31.6	47.3	21.1	100.0	78.0	22.0	100.0
Oct.-Dec. ...	32.9	46.1	21.0	100.0	79.1	20.9	100.0
1955-Jan.-Mar. ...	32.7	46.5	20.8	100.0	77.3	22.2	100.0
Apr.-June (1)	32.1	48.4	19.5	100.0	79.2	20.8	100.0

(1) Preliminary.

**Table 9. - Household Appliance and Radio Stores
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1954-Jan.-Mar. ...	23.2	34.5	12.8	70.5	50.5	11.8	62.3
Apr.-June ...	20.3	31.0	11.9	63.2	48.1	11.5	59.6
July-Sept. ...	20.6	31.1	11.6	63.3	48.4	12.5	60.9
Oct.-Dec. ...	28.6	39.0	14.9	82.5	54.8	13.9	68.7
1955-Jan.-Mar. ...	24.6	33.1	15.0	72.7	43.7	11.9	55.6
Apr.-June (1)	20.3	30.6	13.1	64.0	43.1	12.0	55.1
Percentage Composition							
1954-Jan.-Mar. ...	32.9	49.0	18.1	100.0	81.1	18.9	100.0
Apr.-June ...	32.1	49.1	18.8	100.0	80.6	19.4	100.0
July-Sept. ...	32.5	49.1	18.4	100.0	79.5	20.5	100.0
Oct.-Dec. ...	34.7	47.2	18.1	100.0	79.7	20.3	100.0
1955-Jan.-Mar. ...	33.8	45.5	20.7	100.0	78.6	21.4	100.0
Apr.-June (1)	31.7	47.8	20.5	100.0	78.2	21.8	100.0

**Table 10. - Jewellery Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1954-Jan.-Mar. ...	12.9	4.0	4.4	21.3	8.9	3.3	12.2
Apr.-June ...	14.8	4.4	5.6	24.8	8.3	3.5	11.8
July-Sept. ...	16.0	5.4	4.8	26.2	8.6	3.3	11.9
Oct.-Dec. ...	26.2	9.3	9.8	45.3	12.6	6.4	19.0
1955-Jan.-Mar. ...	13.0	3.9	4.5	21.4	10.0	3.2	13.2
Apr.-June (1)	14.8	4.5	5.5	24.8	10.0	3.2	13.2
Percentage Composition							
1954-Jan.-Mar. ...	60.8	18.6	20.6	100.0	73.2	26.8	100.0
Apr.-June ...	59.8	17.8	22.4	100.0	70.2	29.8	100.0
July-Sept. ...	61.2	20.5	18.3	100.0	72.4	27.6	100.0
Oct.-Dec. ...	57.8	20.6	21.6	100.0	66.5	33.5	100.0
1955-Jan.-Mar. ...	60.8	17.9	21.3	100.0	76.1	23.9	100.0
Apr.-June (1)	59.7	18.3	22.0	100.0	75.4	24.6	100.0

(1) Preliminary.

Sales and Accounts Receivable

(in millions of dollars)

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
1954-Jan.-Mar.	232.3	74.2	80.7	25.8	313.0	35.3
Apr.-June	259.8	74.3	89.9	25.7	349.7	37.4
July-Sept.	271.8	75.2	89.6	24.8	361.4	36.7
Oct.-Dec.	273.4	75.2	90.2	24.8	363.6	38.4
1955-Jan.-Mar.	241.6	75.7	77.5	24.3	319.1	33.9
Apr.-June (1)	274.4	75.1	91.0	24.9	365.4	35.8

Table 12. - General Stores

1954-Jan.-Mar.	68.6	65.6	36.0	34.4	104.6	27.4
Apr.-June	85.8	64.9	46.4	35.1	132.2	29.0
July-Sept.	94.5	67.1	46.3	32.9	140.8	29.2
Oct.-Dec.	95.1	69.2	42.4	30.8	137.5	28.8
1955-Jan.-Mar.	71.3	68.0	33.5	32.0	104.8	27.3
Apr.-June (1)	93.6	68.6	42.9	31.4	136.5	28.0

Table 13. - Fuel Dealers

1954-Jan.-Mar.	23.6	30.0	55.2	70.0	78.8	28.9
Apr.-June	10.8	26.0	30.8	74.0	41.6	20.4
July-Sept.	13.1	27.4	34.9	72.6	48.0	23.2
Oct.-Dec.	22.4	29.2	54.5	70.8	76.9	31.0
1955-Jan.-Mar.	24.3	28.1	62.2	71.9	86.5	34.2
Apr.-June (1)	9.5	24.6	29.0	75.4	38.5	20.8

Table 14. - Garages and Filling Stations

1954-Jan.-Mar.	83.5	73.6	29.9	26.4	113.4	20.3
Apr.-June	110.7	75.2	36.5	24.8	147.2	22.3
July-Sept.	122.0	77.0	36.4	23.0	158.4	21.9
Oct.-Dec.	105.2	75.1	34.8	24.9	140.0	22.9
1955-Jan.-Mar.	82.7	72.6	31.2	27.4	113.9	22.1
Apr.-June (1)	114.6	74.9	38.4	25.1	153.0	23.3

(1) Preliminary.

**Table 15. - All Other Trades
Sales and Accounts Receivable**

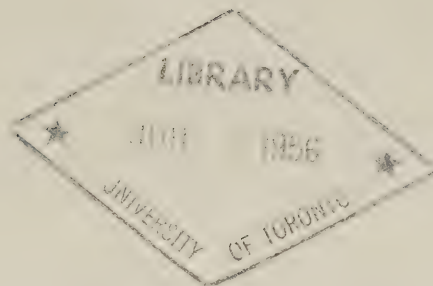
Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1954-Jan.-Mar. ...	757.5	35.8	170.5	963.8	37.1	132.7	169.8
Apr.-June ...	954.4	48.6	199.9	1,202.9	39.2	136.3	175.5
July-Sept. ..	981.9	47.3	201.3	1,230.5	38.9	136.3	175.2
Oct.-Dec. ...	1,032.4	42.3	219.5	1,294.2	42.9	148.1	191.0
1955-Jan.-Mar. ...	760.7	34.4	174.1	969.2	38.9	135.2	174.1
Apr.-June (1)	1,005.5	61.6	207.2	1,274.3	41.9	144.0	185.9
Percentage Composition							
1954-Jan.-Mar. ...	78.6	3.7	17.7	100.0	21.9	78.1	100.0
Apr.-June ...	79.3	4.1	16.6	100.0	22.3	77.7	100.0
July-Sept. ..	79.8	3.8	16.4	100.0	22.2	77.8	100.0
Oct.-Dec. ...	79.8	3.2	17.0	100.0	22.4	77.6	100.0
1955-Jan.-Mar. ...	78.5	3.5	18.0	100.0	22.3	77.7	100.0
Apr.-June (1)	78.9	4.8	16.3	100.0	22.5	77.5	100.0

(1) Preliminary.

Lacking 3rd quarter, 1955



CANADA



RETAIL CREDIT
FOURTH QUARTER, 1955

Including Revised Quarterly Estimates, 1951-55

Published by Authority of
The Right Honourable C. D. Howe, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
Merchandising and Services Section

RETAIL CREDIT

This report contains comparable quarterly estimates of Retail Credit for the years 1951-1955 inclusive. Data for all the 1955 estimates reported were derived from a new stratified sample which has been operative during the past year. This sample, designed to increase the reliability of results, is twice as large, and in the non-specified trades more diversified, than the sample of establishments used over the past ten years. Both samples were run concurrently for two quarters of 1955 to measure their deviations, which served as the basis for a straight-line method of revision to the previously published 1951-54 series. A preliminary adjustment for business "births" and "deaths," amounting in all cases to less than 1 per cent, was also made to the 1955 estimates.

To avoid any misunderstanding as to the attributes of this series, the word "consumer" has been deleted from the title of the report. No attempt has been made at this time to estimate and deduct retail sales to non-consumers and non-consumer receivables on the books of retailers. The non-consumer content is assumed to occur mainly in Lumber and Building Materials Dealers, Farm Implement Dealers, Feed Stores and Farmers' Supply Stores, all of which are included in the miscellaneous classification "All Other Trades." Certain other trade classifications contain portions of non-consumer business. Builders' hardware is included in Hardware Stores, commercial vehicles in Motor Vehicle Dealers, etc.

Instalment Sales

Instalment sales in the fourth quarter of 1955 amounted to \$399.7 million. For the year, they averaged 13.0 per cent of total sales, an increase of 4.2 per cent compared with the 1951 distribution. Department Stores, Motor Vehicle Dealers and Furniture, Household Appliance and Radio Stores, which together accounted for 85.4 per cent of all instalment sales made in 1951, accounted for 87.6 per cent in 1955.

Since 1951, the proportion of Department Stores' sales attributable to instalment credit has increased steadily, moving upward from an average of 8.0 per cent at that time to 17.3 per cent in 1955. This, to a great extent, reflects the gains in credit purchases of hard goods over soft goods, since there has been no marked rise in the percentage of Department Stores' charge account sales to total sales -- merely fractional shifts around an average of 21.0 per cent for the entire 1951-55 period. For Motor Vehicle Dealers and Furniture, Household Appliance and Radio Stores, the rate of increase in the proportion of their instalment sales to their total sales has been even faster -- +11.2 per cent and +12.7 per cent, respectively. In dollar values, Motor Vehicle Dealers' instalment sales amounted to \$1,011.5 million in 1955 compared with \$600.7 million in 1951, an increase of 68.4 per cent. Instalment sales of Furniture, Household Appliance and Radio Stores nearly doubled between 1951 and 1955. In the other specified trades for which instalment and charge sales are reported separately, instalment sales were higher in 1955 than in 1951 by 26.5 per cent to 67.6 per cent, with the exception of Women's Clothing Stores which showed a decline amounting to 3.4 per cent.

Between the third and fourth quarters of 1955 instalment sales of Motor Vehicle Dealers fell by 33.0 per cent. Normally, sales of Motor Vehicle Dealers decline in the fourth quarter of the year, which affects both the cash and credit components. However, in the corresponding period of 1954, the decrease was somewhat less (28.1 per cent); and it is possible a labour dispute in the automobile industry which tied up production and shipments may have adversely affected dealers' instalment sales in the fourth quarter of 1955. This is the only specified trade which registered a decline in instalment sales between the third and fourth quarters of 1955. Department Stores increased their instalment sales by 43.0 per cent, and Furniture, Household Appliance and Radio Stores increased theirs by 17.7 per cent. The highest gain was that of the Jewellery Stores -- 80.0 per cent. All specified trades showed increased instalment sales compared with the fourth quarter of 1954 except Hardware Stores (-7.7 per cent) and Men's Clothing which was unchanged. The largest absolute gain over the fourth quarter of 1954 was that of the Motor Vehicle Dealers (\$32.7 million) -- a gain of 20.1 per cent. Total instalment sales for all trades combined fell off 12.8 per cent between the third and fourth quarters of 1955 compared with a drop of 6.9 per cent in the corresponding period of 1954.

Charge Account Sales

Credit sales of Independent Grocery and Combination Stores consist entirely of sales on charge account credit. In 1955, this trade registered only a 2.0 per cent increase over 1951 credit sales. One factor has undoubtedly been the growth in recent years of voluntary chains among Independent Grocery and Combination Stores which has tended to eliminate credit sales in many stores which formerly extended convenience credit to customers. Among the specified trades for which instalment and charge sales are reported separately, Women's Clothing Stores have shown the largest increase in charge account sales over 1951 (24.7 per cent), with Department Stores only 1.5 per cent less. Family Clothing Stores showed the smallest gain -- 2.7 per cent. The one decrease was in Jewellery Stores, and this amounted to a decline of 8.6 per cent. It is reasonable to assume that the introduction of budgeted charge accounts and revolving credit schemes have acted as a stimulus in maintaining the level of charge account sales.

Charge account sales were higher by 6.0 per cent in the fourth quarter of 1955 than in the third for all trades combined. Among the specified trades for which instalment and charge sales are reported separately, major gains were registered by Jewellery Stores (91.5 per cent), Men's Clothing (73.3 per cent), Family Clothing (72.1 per cent) and Department Stores (53.0 per cent), with other increases ranging from 40.2 per cent to 5.6 per cent. Motor Vehicle Dealers and Hardware Stores showed declines in fourth quarter charge account sales of 10.0 per cent and 4.7 per cent, respectively. Compared with the fourth quarter of 1954, all specified trades showed increased charge account sales except Jewellery Stores (-5.3 per cent). Gains ranged from a low of 3.3 per cent to a high of 27.1 per cent (Motor Vehicle Dealers), the latter representing, as well, the largest absolute increase (\$30.1 million).

Accounts Receivable

The over-all debt carried on retailers' books at the end of December, 1955, was an estimated \$923.1 million, representing an increase of 12.7 per cent over the amount at the end of December, 1954, and an all-time high.

During the fourth quarter the net change in instalment receivables resulted in an addition of 12.5 per cent, bringing the amount on the retailers' books to \$382.2 million (17.0 per cent more than at the end of December, 1954). Charge account receivables at the end of December, 1955, amounted to \$540.9 million (9.8 per cent more than at the corresponding date in 1954).

Instalment receivables do not tend to drop very quickly even with a large decline in sales and increased sales of financial paper to finance companies. This is particularly noticeable when the average terms of repayment cover two or three years. Instalment outstandings on the books of Motor Vehicle Dealers (which do not include contingent liabilities resulting from the sale of instalment paper to finance companies) dropped 13.1 per cent from the third to the fourth quarters of 1955. Motor Vehicle Dealers' instalment sales in the same period fell 33.0 per cent. However, at the end of December, 1955, Motor Vehicle Dealers' instalment receivables were \$4.0 million higher than at the end of December, 1954. Department Stores' instalment receivables increased between the third and fourth quarters of 1955 by 20.9 per cent. In the corresponding period of 1954 the increase was less, amounting to 18.0 per cent. Charge account receivables on the books of Department Stores increased by 35.3 per cent from the third to the fourth quarter of 1955, compared with an increase of 33.3 per cent in the corresponding period of 1954. The level of Department Stores' instalment receivables at December 31, 1955, (\$148.9 million) was 28.1 per cent higher than at the end of December, 1954, and charge account receivables at \$78.4 million were 12.0 per cent higher. Department Stores' combined instalment and charge account debt which amounted to \$227.3 million at the end of December, 1955, was at its highest level.

Credit Sales

Instalment Sales -- credit sales made under conditional sale agreements which provide for time payments and contain a repossession clause. Cash down-payments, trade-in allowances and retailers' service charges are included.

Charge Account Sales -- credit sales other than instalment sales. Thirty-day accounts, revolving credit and budgeted charge accounts are included.

Cash Sales -- cash and C.O.D. sales exclusive of cash receipts related to instalment and charge sales, e.g., payments on customers' accounts, cash down-payments on credit sales and cash received from the sale of financial paper.

Instalment Receivables exclude contingent liabilities on paper sold to finance companies.

Note: 1951 Census benchmarks serve as the base for computations in this series.

CREDIT SALES

PERCENTAGE CHANGES - (a) Year 1955 over 1951.

(b) Fourth quarter, 1955, over fourth quarter, 1954.

(c) Fourth Quarter, 1955, over third quarter, 1955.

Trade	Instalment Sales		Charge Account Sale	
	(a)	(b)	(a)	(b)
	%	%	%	%
Total, All Trades	+ 77.7	+ 16.0	+ 16.6	+ 12.
Department Stores	+176.7	+ 16.6	+ 23.2	+ 7.
Motor Vehicle Dealers	+ 68.4	+ 20.1	+ 10.2	+ 27.
Men's Clothing Stores	+ 26.5	0	+ 14.5	+ 3.
Family Clothing Stores	+ 43.3	+ 26.5	+ 2.7	+ 3.
Women's Clothing Stores	- 3.3	+ 12.5	+ 24.7	+ 12.
Hardware Stores	+ 49.1	- 7.7	+ 12.7	+ 3.
Furniture, Appliance and Radio Stores	+ 94.6	+ 17.0	+ 22.0	+ 13.
Jewellery Stores	+ 67.6	+ 8.8	- 8.6	- 5.
Grocery and Combination (Independent) Stores	N/A	N/A	+ 2.0	+ 7.

Credit Sales			
	(a)	(b)	(c)
	%	%	%
General Stores	- 8.2	+ 8.0	+ 0.
Fuel Dealers	+ 37.3	+ 26.3	+105.
Garages and Filling Stations	+ 53.7	+ 20.8	- 8.

CHART-1

TOTAL ALL TRADES
PERCENTAGE OF RETAIL CREDIT SALES TO TOTAL RETAIL SALES
1951-1955
 (BY QUARTERS)

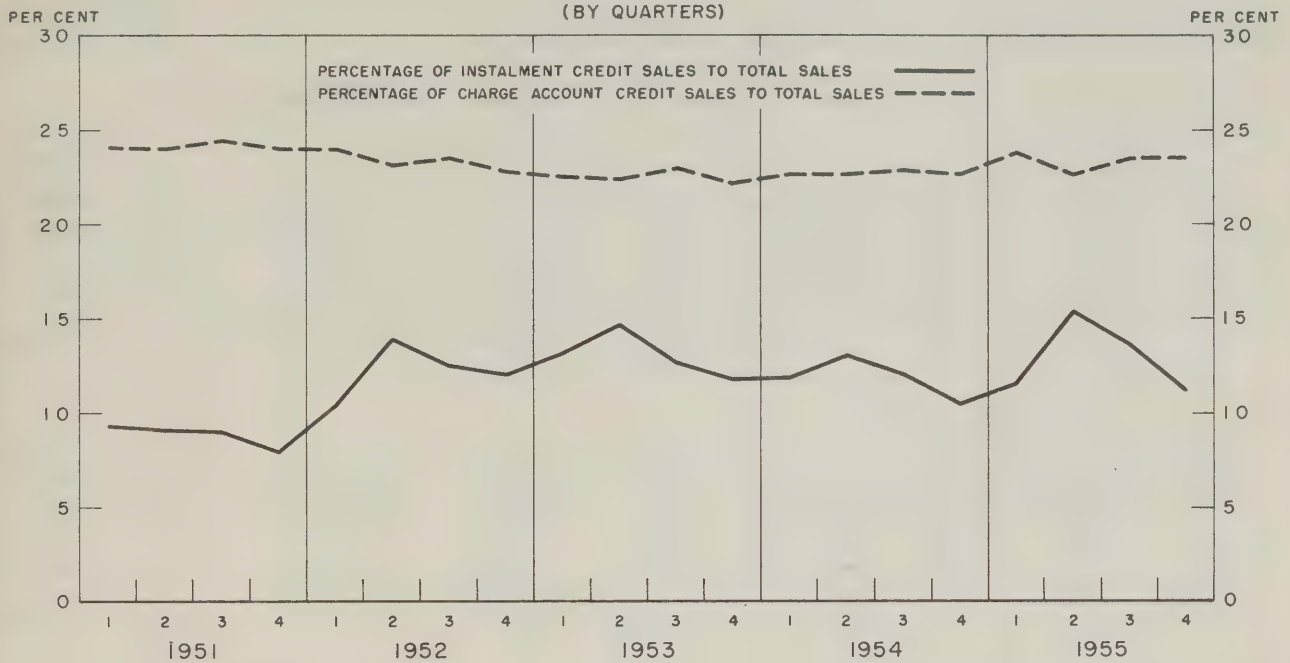


CHART-2

DEPARTMENT STORES
PERCENTAGE OF CREDIT SALES TO TOTAL SALES
1951-1955
 (BY QUARTERS)

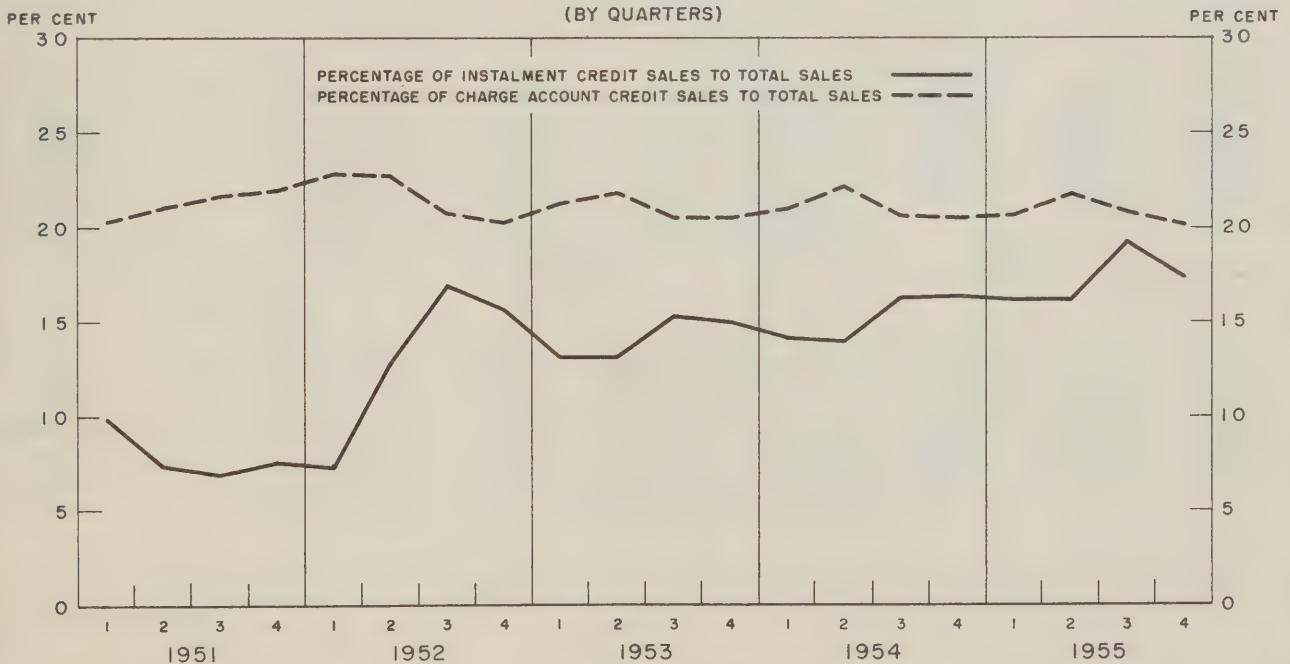


CHART-3

DEPARTMENT STORES
INSTALMENT SALES AND RECEIVABLES
1951 - 1955
(BY QUARTERS)

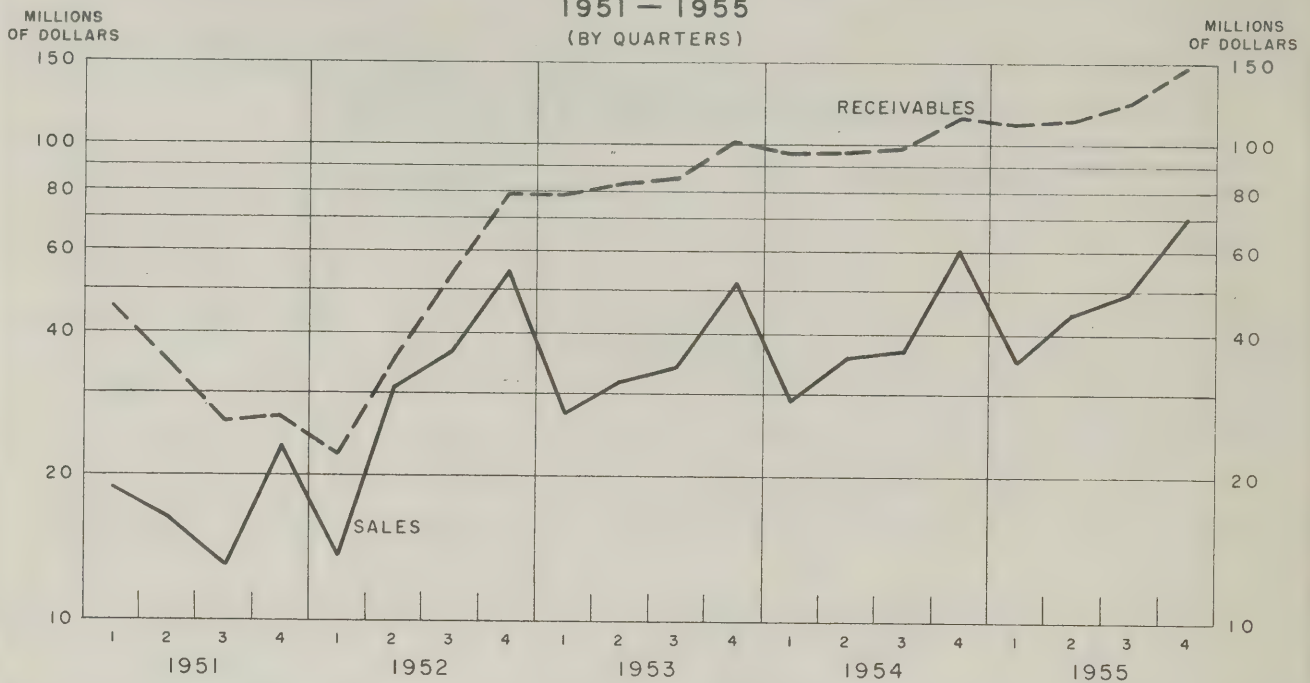


CHART-4

DEPARTMENT STORES
CHARGE ACCOUNT SALES AND RECEIVABLES
1951 - 1955
(BY QUARTERS)

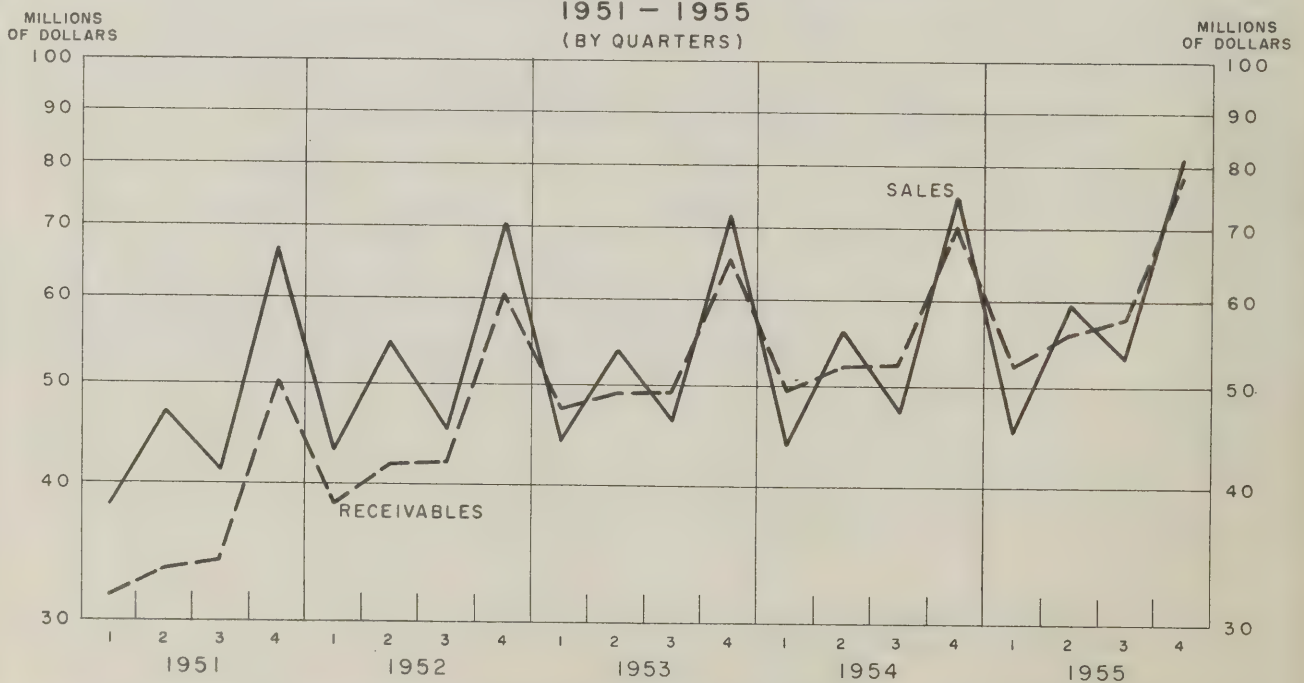


Table 1. - Total, All Trades
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1951							
Jan.-Mar.	1,531.8	215.1	554.1	2,301.0	165.8	370.0	535.8
Apr.-June	1,869.2	254.8	671.6	2,795.6	144.9	384.6	529.5
July-Sept.	1,803.7	242.7	662.2	2,708.6	125.1	376.3	501.4
Oct.-Dec.	1,962.9	231.0	693.7	2,887.6	126.5	419.3	545.8
Total	7,167.6	943.6	2,581.6	10,692.8			
1952							
Jan.-Mar.	1,542.5	243.7	563.7	2,349.9	118.9	377.5	496.4
Apr.-June	1,907.9	423.8	703.1	3,034.8	166.1	403.1	569.2
July-Sept.	1,890.5	367.9	698.8	2,957.2	195.2	416.0	611.2
Oct.-Dec.	2,077.5	386.1	726.6	3,190.2	246.2	451.3	697.5
Total	7,418.4	1,421.5	2,692.2	11,532.1			
1953							
Jan.-Mar.	1,651.2	337.5	578.8	2,567.5	245.5	422.5	668.0
Apr.-June	2,019.7	471.1	720.8	3,211.6	251.0	448.6	699.6
July-Sept.	1,978.9	391.7	706.6	3,077.2	257.7	447.8	705.5
Oct.-Dec.	2,158.4	385.2	728.0	3,271.6	287.8	483.6	771.4
Total	7,808.2	1,585.5	2,734.2	12,127.9			
1954							
Jan.-Mar.	1,665.7	303.7	579.0	2,548.4	281.7	441.8	723.5
Apr.-June	2,032.8	413.1	720.0	3,165.9	288.7	464.8	753.5
July-Sept.	1,996.0	370.1	703.4	3,069.5	290.4	461.1	751.5
Oct.-Dec.	2,193.4	344.6	744.0	3,282.0	326.6	492.7	819.3
Total	7,887.9	1,431.5	2,746.4	12,065.8			
1955							
Jan.-Mar.	1,651.1	296.4	607.0	2,554.5	308.2	436.0	744.2
Apr.-June	2,117.5	522.4	774.3	3,414.2	319.5	504.4	823.9
July-Sept.	2,098.2	488.3	789.8	3,346.3	339.8	523.1	862.9
Oct.-Dec. (1)....	2,321.3	399.7	838.0	3,559.0	382.2	540.9	923.1
Total	8,188.1	1,676.8	3,009.1	12,874.0			

(1) Preliminary

Table 1. - Total, All Trades (cont'd)
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Percentage Composition							
1951							
Jan.-Mar.	66.6	9.3	24.1	100.0	30.9	69.1	100.0
Apr.-June	66.9	9.1	24.0	100.0	27.4	72.6	100.0
July-Sept.	66.6	9.0	24.4	100.0	25.0	75.0	100.0
Oct.-Dec.	68.0	8.0	24.0	100.0	23.2	76.8	100.0
Average	67.0	8.8	24.2	100.0			
1952							
Jan.-Mar.	65.6	10.4	24.0	100.0	24.0	76.0	100.0
Apr.-June	62.9	13.9	23.2	100.0	29.2	70.8	100.0
July-Sept.	63.9	12.5	23.6	100.0	31.9	68.1	100.0
Oct.-Dec.	65.1	12.1	22.8	100.0	35.3	64.7	100.0
Average	64.3	12.3	23.4	100.0			
1953							
Jan.-Mar.	64.3	13.2	22.5	100.0	36.8	63.2	100.0
Apr.-June	62.9	14.7	22.4	100.0	35.9	64.1	100.0
July-Sept.	64.3	12.7	23.0	100.0	36.5	63.5	100.0
Oct.-Dec.	66.0	11.8	22.2	100.0	37.3	62.7	100.0
Average	64.4	13.1	22.5	100.0			
1954							
Jan.-Mar.	65.4	11.9	22.7	100.0	38.9	61.1	100.0
Apr.-June	64.2	13.1	22.7	100.0	38.3	61.7	100.0
July-Sept.	65.0	12.1	22.9	100.0	38.6	61.4	100.0
Oct.-Dec.	66.8	10.5	22.7	100.0	39.9	60.1	100.0
Average	65.4	11.9	22.7	100.0			
1955							
Jan.-Mar.	64.6	11.6	23.8	100.0	41.4	58.6	100.0
Apr.-June	62.0	15.3	22.7	100.0	38.8	61.2	100.0
July-Sept.	62.7	13.7	23.6	100.0	39.4	60.6	100.0
Oct.-Dec. (1)....	65.2	11.2	23.6	100.0	41.4	58.6	100.0
Average	63.6	13.0	23.4	100.0			

(1) Preliminary

Table 2. - Department Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1951-Jan.-Mar. ...	133.2	18.9	38.7	190.8	45.4	31.2	76.6
Apr.-June ...	160.3	16.6	47.3	224.2	34.5	33.5	68.0
July-Sept. ..	135.5	13.3	41.3	190.1	26.2	34.2	60.4
Oct.-Dec. ...	214.7	23.2	67.1	305.0	26.7	50.5	77.2
Total	643.7	72.0	194.4	910.1			
1952-Jan.-Mar. ...	131.5	13.8	43.1	188.4	21.7	38.5	60.2
Apr.-June ...	153.8	30.9	54.6	239.3	35.9	41.9	77.8
July-Sept. ..	134.8	36.9	45.1	216.8	53.5	42.1	95.6
Oct.-Dec. ...	221.7	54.4	70.3	346.4	79.8	60.7	140.5
Total	641.8	136.0	213.1	990.9			
1953-Jan.-Mar. ...	135.9	27.4	44.2	207.5	79.6	47.3	126.9
Apr.-June ...	159.4	32.4	53.8	245.6	82.8	49.2	132.0
July-Sept. ..	143.0	34.1	46.0	223.1	85.7	49.3	135.0
Oct.-Dec. ...	225.9	52.6	72.3	350.8	100.5	66.1	166.6
Total	664.2	146.5	216.3	1,027.0			
1954-Jan.-Mar. ...	135.2	29.7	44.0	208.9	96.3	49.6	145.9
Apr.-June ...	163.1	35.8	56.7	255.6	96.5	52.4	148.9
July-Sept. ..	145.0	37.5	47.7	230.2	98.5	52.5	151.0
Oct.-Dec. ...	231.2	60.2	75.6	367.0	116.2	70.0	186.2
Total	674.5	163.2	224.0	1,061.7			
1955-Jan.-Mar. ...	138.0	35.4	45.2	218.6	111.8	52.6	164.4
Apr.-June ...	170.0	44.5	59.7	274.2	113.7	56.7	170.4
July-Sept. ..	152.2	49.1	53.2	254.5	123.2	58.0	181.2
Oct.-Dec. (1)	252.0	70.2	81.4	403.6	148.9	78.4	227.3
Total	712.2	199.2	239.5	1,150.9			
Percentage Composition							
1955-Jan.-Mar. ...	63.1	16.2	20.7	100.0	68.0	32.0	100.0
Apr.-June ...	62.0	16.2	21.8	100.0	66.7	33.3	100.0
July-Sept. ..	59.8	19.3	20.9	100.0	68.0	32.0	100.0
Oct.-Dec. (1)	62.4	17.4	20.2	100.0	65.5	34.5	100.0

(1) Preliminary

**Table 3. - Motor Vehicle Dealers
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1951-Jan.-Mar. ...	194.0	131.8	131.8	457.6	32.6	73.8	106.4
Apr.-June ...	254.8	164.3	149.6	568.7	33.4	83.5	116.9
July-Sept. ..	175.8	166.9	127.4	470.1	30.3	71.8	102.1
Oct.-Dec. ...	133.8	137.7	116.3	387.8	29.0	66.5	95.5
Total	758.4	600.7	525.1	1,884.2			
1952-Jan.-Mar. ...	135.5	157.5	115.0	408.0	27.0	66.1	93.1
Apr.-June ...	227.9	287.5	147.1	662.5	38.0	75.7	113.7
July-Sept. ..	185.9	228.3	129.3	543.5	32.4	73.4	105.8
Oct.-Dec. ...	148.8	214.9	118.0	481.7	25.9	60.5	86.4
Total	698.1	888.2	509.4	2,095.7			
1953-Jan.-Mar. ...	169.1	212.6	123.2	504.9	29.7	70.3	100.0
Apr.-June ...	251.9	319.0	150.9	721.8	29.4	81.3	110.7
July-Sept. ..	200.3	245.9	131.0	577.2	24.9	73.0	97.9
Oct.-Dec. ...	158.4	209.8	111.9	480.1	18.3	58.8	77.1
Total	779.7	987.3	517.0	2,284.0			
1954-Jan.-Mar. ...	162.3	184.1	107.0	453.4	18.3	61.6	79.9
Apr.-June ...	240.8	267.4	140.9	649.1	26.9	69.0	95.9
July-Sept....	181.8	226.3	120.5	528.6	20.8	63.0	83.8
Oct.-Dec. ...	124.1	162.6	110.9	397.6	14.6	47.9	62.5
Total	709.0	840.4	479.3	2,028.7			
1955-Jan.-Mar. ...	144.6	169.5	116.2	430.3	12.8	55.9	68.7
Apr.-June ...	257.4	355.4	164.9	777.7	22.4	73.9	96.3
July-Sept. ..	202.2	291.3	156.7	650.2	21.4	72.7	94.1
Oct.-Dec. (1)	149.7	195.3	141.0	486.0	18.6	68.0	86.6
Total	753.9	1,011.5	578.8	2,344.2			
Percentage Composition							
1955-Jan.-Mar. ...	33.6	39.4	27.0	100.0	18.6	81.4	100.0
Apr.-June ...	33.1	45.7	21.2	100.0	23.3	76.7	100.0
July-Sept. ..	31.1	44.8	24.1	100.0	22.7	77.3	100.0
Oct.-Dec. (1)	30.8	40.2	29.0	100.0	21.5	78.5	100.0

(1) Preliminary.

Table 4. - Men's Clothing Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1951-Jan.-Mar. ...	30.5	1.0	9.3	40.8	1.1	6.6	7.7
Apr.-June ...	40.6	1.2	10.1	51.9	1.1	6.5	7.6
July-Sept. ..	33.5	0.9	8.0	42.4	0.9	6.1	7.0
Oct.-Dec. ...	52.5	1.8	13.2	67.5	1.3	8.0	9.3
Total	157.1	4.9	40.6	202.6			
1952-Jan.-Mar. ...	31.9	1.0	8.7	41.6	0.9	6.6	7.5
Apr.-June ...	41.9	1.3	10.1	53.3	1.0	7.5	8.5
July-Sept. ..	34.7	1.2	8.3	44.2	1.1	6.8	7.9
Oct.-Dec. ...	55.4	2.3	15.6	73.3	1.5	10.2	11.7
Total	163.9	5.8	42.7	212.4			
1953-Jan.-Mar. ...	31.4	1.5	10.1	43.0	1.3	8.7	10.0
Apr.-June ...	41.1	1.6	11.8	54.5	1.3	9.2	10.5
July-Sept. ..	34.6	1.4	8.7	44.7	1.2	8.3	9.5
Oct.-Dec. ...	53.6	2.3	16.0	71.9	1.7	12.5	14.2
Total	160.7	6.8	46.6	214.1			
1954-Jan.-Mar. ...	31.1	1.3	9.1	41.5	1.3	10.0	11.3
Apr.-June ...	38.9	1.6	11.3	51.8	1.4	10.4	11.8
July-Sept. ..	33.7	1.3	8.2	43.2	1.2	9.0	10.2
Oct.-Dec. ...	53.5	2.1	15.1	70.7	1.7	12.1	13.8
Total	157.2	6.3	43.7	207.2			
1955-Jan.-Mar. ...	30.2	1.3	9.3	40.8	1.5	9.7	11.2
Apr.-June ...	38.8	1.8	12.6	53.2	1.4	10.8	12.2
July-Sept. ..	35.4	1.0	9.0	45.4	1.2	10.3	11.5
Oct.-Dec. (1)	56.3	2.1	15.6	74.0	1.7	13.4	15.1
Total	160.7	6.2	46.5	213.4			
Percentage Composition							
1955-Jan.-Mar. ...	74.1	3.1	22.8	100.0	13.9	86.1	100.0
Apr.-June ...	73.1	3.3	23.6	100.0	11.4	88.6	100.0
July-Sept. ..	78.0	2.2	19.8	100.0	10.6	89.4	100.0
Oct.-Dec. (1)	76.0	2.9	21.1	100.0	11.5	88.5	100.0

(1) Preliminary

**Table 5. - Family Clothing Stores
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1951-Jan.-Mar. ...	25.4	2.1	8.1	35.6	2.4	7.8	10.2
Apr.-June ...	35.5	2.7	10.3	48.5	2.4	7.7	10.1
July-Sept. ..	32.8	1.8	8.1	42.7	2.1	7.7	9.8
Oct.-Dec. ...	47.7	3.8	14.1	65.6	3.1	10.2	13.3
Total	141.4	10.4	40.6	192.4			
1952-Jan.-Mar. ...	26.6	2.4	7.8	36.8	3.2	7.6	10.8
Apr.-June ...	38.8	3.5	12.6	54.9	3.5	9.0	12.5
July-Sept. ..	34.9	2.4	9.0	46.3	3.4	8.9	12.3
Oct.-Dec. ...	51.1	5.6	15.0	71.7	5.4	11.3	16.7
Total	151.4	13.9	44.4	209.7			
1953-Jan.-Mar. ...	27.7	2.9	9.2	39.8	4.7	10.1	14.8
Apr.-June ...	37.7	3.6	12.5	53.8	4.7	10.5	15.2
July-Sept. ..	34.2	2.6	9.0	45.8	4.3	10.0	14.3
Oct.-Dec. ...	48.8	4.6	16.0	69.4	5.5	13.6	19.1
Total	148.4	13.7	46.7	208.8			
1954-Jan.-Mar. ...	24.4	2.4	8.1	34.9	4.9	10.2	15.1
Apr.-June ...	34.7	3.4	11.3	49.4	4.9	10.3	15.2
July-Sept. ..	32.3	2.6	8.1	43.0	4.8	9.8	14.6
Oct.-Dec. ...	44.8	4.9	14.3	64.0	6.2	13.0	19.2
Total	136.2	13.3	41.8	191.3			
1955-Jan.-Mar. ...	23.9	2.5	7.5	33.9	6.6	9.6	16.2
Apr.-June ...	36.3	3.4	10.8	50.5	6.5	10.3	16.8
July-Sept. ..	33.5	2.8	8.6	44.9	6.7	9.6	16.3
Oct.-Dec. (1)	48.1	6.2	14.8	69.1	9.5	12.0	21.5
Total	141.8	14.9	41.7	198.4			
Percentage Composition							
1955-Jan.-Mar. ...	70.4	7.4	22.2	100.0	40.7	59.3	100.0
Apr.-June ...	72.0	6.7	21.3	100.0	38.7	61.3	100.0
July-Sept. ..	74.6	6.2	19.2	100.0	41.1	58.9	100.0
Oct.-Dec. (1)	69.6	8.9	21.5	100.0	44.2	55.8	100.0

(1) Preliminary

Table 6. - Women's Clothing Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1951-Jan.-Mar. ...	29.8	1.7	8.2	39.7	1.5	5.3	6.8
Apr.-June ...	41.0	1.5	9.3	51.8	1.5	5.0	6.5
July-Sept. ..	34.4	1.1	8.5	44.0	1.2	5.7	6.9
Oct.-Dec. ...	44.5	1.7	11.6	57.8	1.4	6.6	8.0
Total	149.7	6.0	37.6	193.3			
1952-Jan.-Mar. ...	32.4	1.3	8.1	41.8	1.2	6.4	7.6
Apr.-June ...	42.5	1.2	11.1	54.8	1.2	6.3	7.5
July-Sept. ..	36.0	1.3	9.6	46.9	1.4	7.2	8.6
Oct.-Dec. ...	50.8	2.3	13.4	66.5	2.0	8.8	10.8
Total	161.7	6.1	42.2	210.0			
1953-Jan.-Mar. ...	33.9	1.6	11.2	46.7	1.8	8.4	10.2
Apr.-June ...	44.1	1.4	11.5	57.0	1.6	8.0	9.6
July-Sept. ..	37.6	1.3	9.8	48.7	1.4	8.4	9.8
Oct.-Dec. ...	51.7	1.8	13.1	66.6	1.4	9.5	10.9
Total	167.3	6.1	45.6	219.0			
1954-Jan.-Mar. ...	33.9	1.5	10.4	45.8	1.2	8.7	9.9
Apr.-June ...	46.4	1.3	11.6	59.3	1.2	8.6	9.8
July-Sept. ..	39.1	1.2	10.1	50.4	1.1	9.3	10.4
Oct.-Dec. ...	51.7	1.6	12.7	66.0	1.3	10.2	11.5
Total	171.1	5.6	44.8	221.5			
1955-Jan.-Mar. ...	32.4	1.2	10.1	43.7	1.2	9.3	10.5
Apr.-June ...	46.7	1.5	12.3	60.5	1.3	9.4	10.7
July-Sept. ..	39.8	1.3	10.2	51.3	1.3	9.1	10.4
Oct.-Dec. (1)	52.7	1.8	14.3	68.8	1.6	10.5	12.1
Total	171.6	5.8	46.9	224.3			
Percentage Composition							
1955-Jan.-Mar. ...	74.2	2.7	23.1	100.0	11.9	88.1	100.0
Apr.-June ...	77.2	2.5	20.3	100.0	12.8	87.2	100.0
July-Sept. ..	77.6	2.6	19.8	100.0	12.1	87.9	100.0
Oct.-Dec. (1)	76.7	2.5	20.8	100.0	13.5	86.5	100.0

(1) Preliminary

Table 7. - Hardware Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1951-Jan.-Mar. ...	23.9	1.6	14.9	40.4	1.8	15.5	17.3
Apr.-June ...	41.2	1.6	22.7	65.5	1.8	18.0	19.8
July-Sept. ..	37.8	1.2	20.4	59.4	1.7	18.4	20.1
Oct.-Dec. ...	41.5	1.3	20.1	62.9	1.2	17.5	18.7
Total	144.4	5.7	78.1	228.2			
1952-Jan.-Mar. ...	23.1	2.2	13.7	39.0	1.1	15.8	16.9
Apr.-June ...	38.7	3.4	21.6	63.7	1.7	19.4	21.1
July-Sept. ..	36.9	2.9	21.9	61.7	1.7	20.0	21.7
Oct.-Dec. ...	43.5	3.4	21.2	68.1	2.2	19.2	21.4
Total	142.2	11.9	78.4	232.5			
1953-Jan.-Mar. ...	25.7	2.1	14.4	42.2	2.1	16.7	18.8
Apr.-June ...	40.9	3.7	23.9	68.5	2.2	20.4	22.6
July-Sept. ..	39.5	2.9	24.4	66.8	2.2	21.1	23.3
Oct.-Dec. ...	44.5	2.8	23.7	71.0	2.4	20.3	22.7
Total	150.6	11.5	86.4	248.5			
1954-Jan.-Mar. ...	24.4	2.2	15.6	42.2	2.6	17.7	20.3
Apr.-June ...	40.4	2.5	25.1	68.0	2.5	21.0	23.5
July-Sept. ..	38.7	2.4	24.9	66.0	2.5	21.7	24.2
Oct.-Dec. ...	44.3	2.6	23.4	70.3	2.6	20.6	23.2
Total	147.8	9.7	89.0	246.5			
1955-Jan.-Mar. ...	24.4	1.5	14.5	40.4	2.4	17.7	20.1
Apr.-June ...	43.8	2.2	23.7	69.7	2.7	20.8	23.5
July-Sept. ..	41.2	2.4	25.5	69.1	3.6	24.4	28.0
Oct.-Dec. (1)	47.7	2.4	24.3	74.4	4.0	22.5	26.5
Total	157.1	8.5	88.0	253.6			
Percentage Composition							
1955-Jan.-Mar. ...	60.3	3.7	36.0	100.0	12.1	87.9	100.0
Apr.-June ...	62.8	3.2	34.0	100.0	11.6	88.4	100.0
July-Sept. ..	59.6	3.5	36.9	100.0	13.0	87.0	100.0
Oct.-Dec. (1)	64.2	3.2	32.6	100.0	15.2	84.8	100.0

(1) Preliminary

Table 8. - Furniture, Appliance and Radio Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1951-Jan.-Mar. ...	35.5	37.9	19.8	93.2	54.3	21.3	75.6
Apr.-June ...	37.3	32.9	22.1	92.3	47.7	21.2	68.9
July-Sept. ..	30.5	29.2	18.9	78.6	43.1	19.7	62.8
Oct.-Dec. ...	39.4	33.1	21.8	94.3	42.6	21.5	64.1
Total	142.7	133.1	82.6	358.4			
1952-Jan.-Mar. ...	32.2	40.8	18.0	91.0	45.3	19.4	64.7
Apr.-June ...	36.5	55.1	21.5	113.1	59.0	21.5	80.5
July-Sept. ..	35.2	54.6	20.0	109.8	72.5	22.3	94.8
Oct.-Dec. ...	46.0	62.0	24.1	132.1	86.5	25.1	111.6
Total	149.9	212.5	83.6	446.0			
1953-Jan.-Mar. ...	37.8	53.1	20.3	111.2	88.3	23.0	111.3
Apr.-June ...	38.8	59.6	23.7	122.1	93.8	23.4	117.2
July-Sept. ..	35.5	53.9	22.2	111.6	101.5	24.4	125.9
Oct.-Dec. ...	46.7	62.3	25.6	134.6	111.3	26.5	137.8
Total	158.8	228.9	91.8	479.5			
1954-Jan.-Mar. ...	36.5	52.7	21.6	110.8	111.8	22.4	134.2
Apr.-June ...	37.6	56.2	23.5	117.3	115.9	21.7	137.6
July-Sept. ..	37.6	56.5	22.8	116.9	121.8	22.8	144.6
Oct.-Dec. ...	47.8	65.9	27.0	140.7	133.7	22.7	156.4
Total	159.5	231.3	94.9	485.7			
1955-Jan.-Mar. ...	37.5	53.8	23.1	114.4	128.0	21.6	149.6
Apr.-June ...	36.4	62.6	22.2	121.2	124.0	20.6	144.6
July-Sept. ..	38.2	65.5	25.0	128.7	134.0	21.3	155.3
Oct.-Dec. (1)	48.2	77.1	30.5	155.8	153.2	25.8	179.0
Total	160.3	259.0	100.8	520.1			
Percentage Composition							
1955-Jan.-Mar. ...	32.8	47.0	20.2	100.0	85.6	14.4	100.0
Apr.-June ...	30.0	51.6	18.4	100.0	85.8	14.2	100.0
July-Sept. ..	29.7	50.9	19.4	100.0	86.3	13.7	100.0
Oct.-Dec. (1)	30.9	49.5	19.6	100.0	85.6	14.4	100.0

(1) Preliminary

Table 9. - Jewellery Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1951-Jan.-Mar. ...	11.8	2.6	4.9	19.3	4.4	3.2	7.6
Apr.-June ...	13.8	2.6	5.6	22.0	3.0	3.1	6.1
July-Sept. ..	15.4	3.3	4.4	23.1	2.8	2.7	5.5
Oct.-Dec. ...	24.7	6.0	9.5	40.2	4.2	5.8	10.0
Total	65.7	14.5	24.4	104.6			
1952-Jan.-Mar. ...	12.1	2.5	4.6	19.2	2.5	3.1	5.6
Apr.-June ...	14.5	3.9	5.5	23.9	3.2	3.3	6.5
July-Sept. ..	16.0	5.1	4.8	25.9	5.1	3.1	8.2
Oct.-Dec. ...	26.6	9.5	9.9	46.0	9.2	6.9	16.1
Total	69.2	21.0	24.8	115.0			
1953-Jan.-Mar. ...	13.2	3.6	4.8	21.6	7.0	3.7	10.7
Apr.-June ...	15.4	4.3	5.6	25.3	6.4	3.9	10.3
July-Sept. ..	17.0	5.4	4.9	27.3	6.8	3.8	10.6
Oct.-Dec. ...	27.1	9.4	10.2	46.7	10.4	7.5	17.9
Total	72.7	22.7	25.5	120.9			
1954-Jan.-Mar. ...	12.8	4.0	4.3	21.1	7.9	4.2	12.1
Apr.-June ...	14.6	4.4	5.5	24.5	7.3	4.4	11.7
July-Sept. ..	15.8	5.4	4.8	26.0	7.7	4.1	11.8
Oct.-Dec. ...	25.6	9.1	9.5	44.2	10.9	7.6	18.5
Total	68.8	22.9	24.1	115.8			
1955-Jan.-Mar. ...	13.3	4.0	3.9	21.2	9.8	5.1	14.9
Apr.-June ...	15.0	4.9	4.7	24.6	9.0	4.5	13.5
July-Sept. ..	17.5	5.5	4.7	27.7	9.7	5.2	14.9
Oct.-Dec. (1)	27.0	9.9	9.0	45.9	13.3	8.5	21.8
Total	72.8	24.3	22.3	119.4			
Percentage Composition							
1955-Jan.-Mar. ...	62.9	18.8	18.3	100.0	65.8	34.2	100.0
Apr.-June ...	61.2	19.8	19.0	100.0	66.7	33.3	100.0
July-Sept. ..	63.0	19.9	17.1	100.0	65.2	34.8	100.0
Oct.-Dec. (1).	58.8	21.6	19.6	100.0	60.9	39.1	100.0

(1) Preliminary

Table 10. - Grocery and Combination Stores (Independent)

Sales and Accounts Receivable
(in millions of dollars)

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
1951						
Jan.-Mar.	207.1	72.1	80.2	27.9	287.3	33.9
Apr.-June	232.5	71.9	90.8	28.1	323.3	35.3
July-Sept.	247.0	73.0	91.4	27.0	338.4	35.1
Oct.-Dec.	247.8	72.3	95.0	27.7	342.8	38.3
Total	934.4		357.4		1,291.8	
1952						
Jan.-Mar.	226.7	72.7	85.2	27.3	311.9	35.1
Apr.-June	245.6	72.9	91.3	27.1	336.9	36.4
July-Sept.	255.2	73.6	91.5	26.4	346.7	36.1
Oct.-Dec.	251.6	73.3	91.6	26.7	343.2	38.1
Total	979.1		359.6		1,338.7	
1953						
Jan.-Mar.	227.8	73.8	80.9	26.2	308.7	34.0
Apr.-June	252.8	73.5	91.1	26.5	343.9	36.4
July-Sept.	261.5	74.4	90.0	25.6	351.5	36.0
Oct.-Dec.	263.9	74.3	91.3	25.7	355.2	38.2
Total	1,006.0		353.3		1,359.3	
1954						
Jan.-Mar.	238.5	74.2	82.8	25.8	321.3	36.2
Apr.-June	265.7	74.3	92.0	25.7	357.7	38.3
July-Sept.	276.8	75.2	91.3	24.8	368.1	37.4
Oct.-Dec.	277.3	75.2	91.5	24.8	368.8	38.9
Total	1,058.3		357.6		1,415.9	
1955						
Jan.-Mar.	245.0	74.8	82.5	25.2	327.5	33.2
Apr.-June	283.2	75.8	90.5	24.2	373.7	33.9
July-Sept.	286.9	75.5	93.1	24.5	380.0	32.6
Oct.-Dec. (1).....	282.6	74.2	98.3	25.8	380.9	34.6
Total	1,097.7		364.4		1,462.1	

(1) Preliminary

Table 11. - General Stores

Sales and Accounts Receivable
(in millions of dollars)

Period	Sales					Accounts Receivable (Charge)
	Cash		Credit		Total	
	Amount	%	Amount	%	Amount	
1951						
Jan.-Mar.	64.5	63.2	37.5	36.8	102.0	23.5
Apr.-June	86.4	64.5	47.6	35.5	134.0	24.6
July-Sept.	92.6	64.9	50.0	35.1	142.6	26.7
Oct.-Dec.	97.2	66.6	48.7	33.4	145.9	26.4
Total	340.7		183.8		524.5	
1952						
Jan.-Mar.	71.8	65.0	38.6	35.0	110.4	23.9
Apr.-June	89.3	64.6	49.0	35.4	138.3	25.9
July-Sept.	95.6	65.1	51.3	34.9	146.9	28.3
Oct.-Dec.	96.6	66.6	48.5	33.4	145.1	27.7
Total	353.3		187.4		540.7	
1953						
Jan.-Mar.	68.6	65.3	36.4	34.7	105.0	24.6
Apr.-June	88.1	65.2	47.0	34.8	135.1	25.6
July-Sept.	95.1	66.3	48.3	33.7	143.4	27.9
Oct.-Dec.	94.1	68.3	43.7	31.7	137.8	27.6
Total	345.9		175.4		521.3	
1954						
Jan.-Mar.	68.2	65.6	35.8	34.4	104.0	27.2
Apr.-June	85.9	64.9	46.4	35.1	132.3	29.0
July-Sept.	94.4	67.0	46.4	33.0	140.8	29.2
Oct.-Dec.	95.3	69.2	42.5	30.8	137.8	28.9
Total	343.8		171.1		514.9	
1955						
Jan.-Mar.	70.1	67.4	34.0	32.6	104.1	26.1
Apr.-June	93.4	68.4	43.1	31.6	136.5	29.1
July-Sept.	100.1	68.7	45.7	31.3	145.8	29.9
Oct.-Dec. (1)	95.9	67.7	45.9	32.3	141.8	26.9
Total	359.5		168.7		528.2	

(1) Preliminary

Table 12. - Fuel Dealers
Sales and Accounts Receivable
(in millions of dollars)

Period	Sales					Accounts Receivable (Charge)
	Cash		Credit		Total	
	Amount	%	Amount	%	Amount	
1951						
Jan.-Mar.	25.4	38.0	41.5	62.0	66.9	23.0
Apr.-June	13.8	35.3	25.2	64.7	39.0	15.5
July-Sept.	18.3	35.1	33.9	64.9	52.2	18.9
Oct.-Dec.	26.9	35.8	48.3	64.2	75.2	26.1
Total	84.4		148.9		233.3	
1952						
Jan.-Mar.	25.9	35.2	47.6	64.8	73.5	25.7
Apr.-June	12.0	29.9	28.0	70.1	40.0	17.1
July-Sept.	16.5	32.2	34.6	67.8	51.1	19.9
Oct.-Dec.	22.9	32.5	47.5	67.5	70.4	26.1
Total	77.3		157.7		235.0	
1953						
Jan.-Mar.	23.2	34.3	44.5	65.7	67.7	24.8
Apr.-June	11.9	30.5	27.1	69.5	39.0	16.5
July-Sept.	14.3	29.8	33.6	70.2	47.9	20.4
Oct.-Dec.	21.1	30.1	48.9	69.9	70.0	27.6
Total	70.5		154.1		224.6	
1954						
Jan.-Mar.	24.1	29.9	56.4	70.1	80.5	29.5
Apr.-June	11.0	25.9	31.4	74.1	42.4	20.8
July-Sept.	13.3	27.4	35.3	72.6	48.6	23.5
Oct.-Dec.	22.8	29.1	55.5	70.9	78.3	31.6
Total	71.2		178.6		249.8	
1955						
Jan.-Mar.	20.3	22.9	68.3	77.1	88.6	34.7
Apr.-June	7.3	18.7	31.9	81.3	39.2	24.7
July-Sept.	10.4	23.4	34.1	76.6	44.5	28.0
Oct.-Dec. (1)....	21.8	23.7	70.1	76.3	91.9	40.1
Total	59.8		204.4		264.2	

(1) Preliminary

Table 13. - Garages and Filling Stations
Sales and Accounts Receivable
(in millions of dollars)

Period	Sales					Accounts Receivable (Charge)
	Cash		Credit		Total	
	Amount	%	Amount	%	Amount	
1951						
Jan.-Mar.	69.2	72.7	26.0	27.3	95.2	16.3
Apr.-June	94.9	74.8	32.0	25.2	126.9	17.8
July-Sept.	104.1	76.4	32.1	23.6	136.2	18.8
Oct.-Dec.	89.1	73.8	31.7	26.2	120.8	18.8
Total	357.3		121.8		479.1	
1952						
Jan.-Mar.	73.6	72.5	27.9	27.5	101.5	17.1
Apr.-June	100.9	75.1	33.5	24.9	134.4	18.5
July-Sept.	110.4	76.4	34.1	23.6	144.5	20.2
Oct.-Dec.	93.5	73.7	33.3	26.3	126.8	19.5
Total	378.4		128.8		507.2	
1953						
Jan.-Mar.	80.1	73.6	28.8	26.4	108.9	18.6
Apr.-June	109.8	74.3	38.0	25.7	147.8	20.6
July-Sept.	124.2	77.2	36.7	22.8	160.9	20.4
Oct.-Dec.	104.6	75.4	34.1	24.6	138.7	20.4
Total	418.7		137.6		556.3	
1954						
Jan.-Mar.	95.1	73.7	34.0	26.3	129.1	23.1
Apr.-June	126.7	75.2	41.8	24.8	168.5	25.5
July-Sept.	137.3	77.0	41.1	23.0	178.4	24.6
Oct.-Dec.	117.4	75.1	38.9	24.9	156.3	25.6
Total	476.5		155.8		632.3	
1955						
Jan.-Mar.	91.3	70.4	38.3	29.6	129.6	24.5
Apr.-June	125.0	71.3	50.4	28.7	175.4	28.1
July-Sept.	136.2	72.6	51.5	27.4	187.7	30.0
Oct.-Dec. (1)....	115.5	71.1	47.0	28.9	162.5	27.4
Total	468.0		187.2		655.2	

(1) Preliminary

**Table 14. - All Other Trades
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1951-Jan.-Mar.	681.5	17.5	133.2	832.2	22.3	108.6	130.9
Apr.-June	817.1	31.4	199.0	1,047.5	19.5	112.9	132.4
July-Sept. ...	846.0	25.0	217.8	1,088.8	16.8	110.5	127.3
Oct.-Dec.	903.1	22.4	196.3	1,121.8	17.0	123.1	140.1
Total	3,247.7	96.3	746.3	4,090.3			
1952-Jan.-Mar.	719.2	22.2	145.4	886.8	16.0	112.2	128.2
Apr.-June	865.5	37.0	217.2	1,119.7	22.6	120.6	143.2
July-Sept. ...	898.4	35.2	239.3	1,172.9	24.1	127.7	151.8
Oct.-Dec.	969.0	31.7	218.2	1,218.9	33.7	137.2	170.9
Total	3,452.1	126.1	820.1	4,398.3			
1953-Jan.-Mar.	776.8	32.7	150.8	960.3	31.0	132.3	163.3
Apr.-June	927.8	45.5	223.9	1,197.2	28.8	143.6	172.4
July-Sept. ...	942.1	44.2	242.0	1,228.3	29.7	144.8	174.5
Oct.-Dec.	1,018.0	39.6	221.2	1,278.8	36.3	155.0	191.3
Total	3,664.7	162.0	837.9	4,664.6			
1954-Jan.-Mar.	779.2	25.8	149.9	954.9	37.4	141.4	178.8
Apr.-June	927.0	40.5	222.5	1,190.0	32.1	153.4	185.5
July-Sept. ...	950.2	36.9	242.2	1,229.3	32.0	154.2	186.2
Oct.-Dec.	1,057.6	35.6	227.1	1,320.3	39.4	163.6	203.0
Total	3,714.0	138.8	841.7	4,694.5			
1955-Jan.-Mar.	780.1	27.2	154.1	961.4	34.1	136.0	170.1
Apr.-June	964.2	46.1	247.5	1,257.8	38.5	181.6	220.1
July-Sept. ...	1,004.6	39.4	272.5	1,316.5	38.7	192.0	230.7
Oct.-Dec. (1).	1,123.8	34.7	245.8	1,404.3	31.4	172.8	204.2
Total	3,872.7	147.4	919.9	4,940.0			
Percentage Composition							
1955-Jan.-Mar.	81.2	2.8	16.0	100.0	20.0	80.0	100.0
Apr.-June	76.6	3.7	19.7	100.0	17.5	82.5	100.0
July-Sept. ...	76.3	3.0	20.7	100.0	16.8	83.2	100.0
Oct.-Dec. (1).	80.0	2.5	17.5	100.0	15.4	84.6	100.0

(1) Preliminary

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RETAIL CREDIT

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RETAIL CREDIT

To avoid any misunderstanding as to the attributes of this series, the word "consumer" has been deleted from the title of the report. No attempt can be made at this time to estimate and deduct retail sales to non-consumers and non-consumer receivables on the books of retailers. The non-consumer content is assumed to occur mainly in Lumber and Building Material Dealers, Farm Implement Dealers, Feed Stores and Farmers' Supply Stores, all of which are included in the miscellaneous classification "All Other Trades." Certain other trade classifications contain portions of non-consumer business. For example, builders' hardware is included in Hardware Stores, commercial vehicles in Motor Vehicle Dealers, etc.

Sales' figures are not adjusted for seasonal variations, price changes, and number of shopping days.

Instalment Sales

In the first quarter of 1956, retail instalment sales amounted to an estimated \$325.2 million, an increase of 9.7 per cent compared with the first quarter of 1955. In both periods, sales on instalment credit accounted, on the average, for 11.6 cents of each sales' dollar. With the exception of Men's Clothing, all the specified trades for which instalment sales are reported separately showed volume increases, ranging from 8.3 per cent in Women's Clothing Stores to 20.0 per cent in Hardware Stores. The largest absolute gain was made by Motor Vehicle Dealers and amounted to \$15.5 million.

Motor Vehicle Dealers' instalment sales accounted for 56.9 per cent of all instalment sales made in the first three months of the year. The trade, however, held only 5.9 per cent of the total instalment receivables on retailers' books at March 31, 1956, due to large-scale sales of instalment paper to finance companies. Department Stores and Furniture, Appliance and Radio Stores together made instalment sales worth \$100.6 million (30.9 per cent of total) and carried on their books at the quarter-end balances outstanding of \$278.8 million (76.9 per cent of total). Of all sales made in the first quarter of the year by Department Stores, Motor Vehicle Dealers, and Furniture, Appliance and Radio Stores combined, 34.5 per cent were instalment sales. A percentage just fractionally lower was estimated for the first quarter of 1955.

Charge Account Sales

Charge account sales of Independent Grocery and Combination Stores (in this trade equivalent to total credit sales) were 5.3 per cent lower than in the corresponding quarter of last year, accounting for only 22.6 per cent of the trade's total sales. Estimates have indicated that, for the year 1955, the credit sales of Independent Grocery and Combination Stores were 2.0 per cent greater than in 1951, whereas their total sales were 13.2 per cent larger. A factor contributing to this trend has probably been the growth in recent years of voluntary

chains (treated as independents) which has tended to eliminate credit sales from among stores which formerly extended convenience credit to customers. All other specified trades reported an increase in charge account sales, and total charge accounts sales were 7.8 per cent higher than a year ago. Omitting Independent Grocery and Combination Stores, the increase for all other trades averaged 9.9 per cent.

Department Stores' charge account sales, which contain a significant volume of sales on revolving credit and budgeted charge accounts, amounted to \$50.2 million in the first quarter of 1956 -- an absolute increase of \$5.0 million over the first quarter of last year. These sales accounted for 20.7 per cent of Department Stores' total sales, the same as in the corresponding quarter of last year.

Accounts Receivable

At the end of the first quarter of 1956, total accounts receivable on the books of retailers (net of repayments) amounted to an estimated \$842.4 million. The decrease from the previous quarter-end, which is seasonally expected, proceeded at a rate just fractionally less rapid than in the corresponding period last year. A considerably faster rate, however, would have been required to reduce outstandings to the level of March 31, 1955 (\$744.2 million).

The instalment receivables of all specified trades were lower at March 31, 1956, than at December 31, 1955, except those held by Motor Vehicle Dealers. Despite a drop of 5.9 per cent in their instalment sales during this period, the balances outstanding of this trade increased by 15.0 per cent. A contributing factor may have been proportionately smaller sales to finance companies of the instalment paper they acquired during the quarter. There was apparently no appreciable increase in the average term of repayment on motor vehicle paper since last year.

Charge account receivables of all specified trades, with the exception of Fuel Dealers', showed a reduction at March 31, 1956, compared with amounts outstanding at the end of the fourth quarter of 1955. Jewellery Stores accounted for the largest decrease (33.7 per cent) which approximated the drop in their charge account receivables during the corresponding period last year. Department Stores registered the largest absolute decrease (\$21.0 million), out the level of their charge account receivables was \$6.2 million higher than at March 31 1955. Charge account debt owing to Motor Vehicle Dealers was reduced by 8.0 per cent in sharp contrast with a 16.7 per cent increase in the corresponding period last year.

Note: 1951 Census benchmarks serve as the base for computations in this series.

Credit Sales

Instalment Sales--credit sales made under conditional sale agreements which provide for time payments and contain a repossession clause. Cash down-payments, trade-in allowances and retailers' service charges are included.

Charge Account Sales--credit sales other than instalment sales. Thirty-day accounts, revolving credit and budgeted charge accounts are included.

Cash Sales--cash and C.O.D. sales exclusive of cash receipts related to instalment and charge sales, e.g., payments on customers' accounts, cash down-payments on credit sales and cash received from the sale of financial paper.

Instalment Receivables exclude contingent liabilities on paper sold to finance companies.

C R E D I T S A L E S

PERCENTAGE CHANGES - (a) First quarter, 1956, over first quarter, 1955.

(b) First quarter, 1956, over fourth quarter, 1955.

Trade	Instalment Sales		Charge Account Sales	
	(a)	(b)	(a)	(b)
	%	%	%	%
TOTAL, ALL TRADES	+ 9.7	- 18.9	+ 7.8	- 21.4
Department Stores	+ 13.3	- 42.1	+ 11.1	- 39.7
Motor Vehicle Dealers	+ 9.1	- 5.9	+ 6.6	- 10.2
Men's Clothing Stores	- 7.7	- 50.0	+ 18.3	- 30.4
Family Clothing Stores	+ 16.0	- 46.3	+ 20.0	- 43.4
Women's Clothing Stores	+ 8.3	- 23.5	+ 12.9	- 18.6
Hardware Stores	+ 20.0	- 21.7	+ 15.2	- 33.7
Furniture, Appliance and Radio Stores	+ 12.5	- 20.9	+ 6.5	- 19.9
Jewellery Stores	+ 15.0	- 54.5	+ 10.3	- 51.7
Grocery and Combination (Independent) Stores.	N/A	N/A	- 5.3	- 18.1

Credit Sales

	(a)	(b)
	%	%
General Stores	+ 5.9	- 22.2
Fuel Dealers	+ 11.0	+ 8.8
Garages and Filling Stations	+ 10.7	- 9.2

**Table 1. - Total, All Trades
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1955							
Jan.-Mar.	1,651.1	296.4	607.0	2,554.5	308.2	436.0	744.2
Apr.-June	2,117.5	522.4	774.3	3,414.2	319.5	504.4	823.9
July-Sept.	2,098.2	458.3	789.8	3,346.3	339.8	523.1	862.9
Oct.-Dec.	2,325.4	401.2	832.4	3,559.0	381.8	542.8	924.6
Total	8,192.2	1,678.3	3,033.5	12,874.0			
1956							
Jan.-Mar. (1).....	1,809.9	325.2	654.5	2,789.6	362.4	480.0	842.4
Percentage Composition							
1955							
Jan.-Mar.	64.6	11.6	23.8	100.0	41.4	58.6	100.0
Apr.-June	62.0	15.3	22.7	100.0	38.8	61.2	100.0
July-Sept.	62.7	13.7	23.6	100.0	39.4	60.6	100.0
Oct.-Dec.	65.3	11.3	23.4	100.0	41.3	58.7	100.0
Average	63.7	13.0	23.4	100.0			
1956							
Jan.-Mar. (1)	64.9	11.6	23.5	100.0	43.0	57.0	100.0

**Table 2. - Department Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1955							
Jan.-Mar.	138.0	35.4	45.2	218.6	111.8	52.6	164.4
Apr.-June	170.0	44.5	59.7	274.2	113.7	56.7	170.4
July-Sept.	152.2	49.1	53.2	254.5	123.2	58.0	181.2
Oct.-Dec.	251.1	69.3	83.2	403.6	146.6	79.8	226.4
Total	711.3	198.3	241.3	1,150.9			
1956							
Jan.-Mar. (1)	152.4	40.1	50.2	242.7	135.0	58.8	193.8
Percentage Composition							
1955							
Jan.-Mar.	63.1	16.2	20.7	100.0	68.0	32.0	100.0
Apr.-June	62.0	16.2	21.8	100.0	66.7	33.3	100.0
July-Sept.	59.8	19.3	20.9	100.0	68.0	32.0	100.0
Oct.-Dec.	62.2	17.2	20.6	100.0	64.8	35.2	100.0
1956							
Jan.-Mar. (1)	62.8	16.5	20.7	100.0	69.7	30.3	100.0

(1) Preliminary

**Table 3. - Motor Vehicle Dealers
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1955							
Jan.-Mar.	144.6	169.5	116.2	430.3	12.8	55.9	68.7
Apr.-June	257.4	355.4	164.9	777.7	22.4	73.9	96.3
July-Sept.	202.2	291.3	156.7	650.2	21.4	72.7	94.1
Oct.-Dec.	151.4	196.6	138.0	486.0	18.7	70.0	88.7
Total	755.6	1,012.8	575.8	2,344.2			
1956							
Jan.-Mar. (1)	153.2	185.0	123.9	462.1	21.5	64.4	85.9
Percentage Composition							
1955							
Jan.-Mar.	33.6	39.4	27.0	100.0	18.6	81.4	100.0
Apr.-June	33.1	45.7	21.2	100.0	23.3	76.7	100.0
July-Sept.	31.1	44.8	24.1	100.0	22.7	77.3	100.0
Oct.-Dec.	31.1	40.5	28.4	100.0	21.1	78.9	100.0
1956							
Jan.-Mar. (1).....	33.2	40.0	26.8	100.0	25.0	75.0	100.0

**Table 4. - Men's Clothing Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1955							
Jan.-Mar.	30.2	1.3	9.3	40.8	1.5	9.7	11.2
Apr.-June	38.8	1.8	12.6	53.2	1.4	10.8	12.2
July-Sept.	35.4	1.0	9.0	45.4	1.2	10.3	11.5
Oct.-Dec.	55.8	2.4	15.8	74.0	1.7	12.8	14.5
Total	160.2	6.5	46.7	213.4			
1956							
Jan.-Mar. (1)	32.2	1.2	11.0	44.4	1.5	11.4	12.9
Percentage Composition							
1955							
Jan.-Mar.	74.1	3.1	22.8	100.0	13.9	86.1	100.0
Apr.-June	73.1	3.3	23.6	100.0	11.4	88.6	100.0
July-Sept.	78.0	2.2	19.8	100.0	10.6	89.4	100.0
Oct.-Dec.	75.4	3.2	21.4	100.0	11.9	88.1	100.0
1956							
Jan.-Mar. (1)	72.4	2.8	24.8	100.0	12.0	88.0	100.0

(1) Preliminary

**Table 5. - Family Clothing Stores
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1955							
Jan.-Mar.	23.9	2.5	7.5	33.9	6.6	9.6	16.2
Apr.-June	36.3	3.4	10.8	50.5	6.5	10.3	16.8
July-Sept.	33.5	2.8	8.6	44.9	6.7	9.6	16.3
Oct.-Dec.	47.8	5.4	15.9	69.1	8.0	13.5	21.5
Total	141.5	14.1	42.8	198.4			
1956							
Jan.-Mar. (1)	26.4	2.9	9.0	38.3	7.1	11.2	18.3
Percentage Composition							
1955							
Jan.-Mar.	70.4	7.4	22.2	100.0	40.7	59.3	100.0
Apr.-June	72.0	6.7	21.3	100.0	38.7	61.3	100.0
July-Sept.	74.6	6.2	19.2	100.0	41.1	58.9	100.0
Oct.-Dec.	69.2	7.8	23.0	100.0	37.2	62.8	100.0
1956							
Jan.-Mar. (1)	68.9	7.6	23.5	100.0	38.6	61.4	100.0

**Table 6. - Women's Clothing Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1955							
Jan.-Mar.	32.4	1.2	10.1	43.7	1.2	9.3	10.5
Apr.-June	46.7	1.5	12.3	60.5	1.3	9.4	10.7
July-Sept.	39.8	1.3	10.2	51.3	1.3	9.1	10.4
Oct.-Dec.	53.1	1.7	14.0	68.8	1.5	10.8	12.3
Total	172.0	5.7	46.6	224.3			
1956							
Jan.-Mar. (1)	36.2	1.3	11.4	48.9	1.4	9.6	11.0
Percentage Composition							
1955							
Jan.-Mar.	74.2	2.7	23.1	100.0	11.9	88.1	100.0
Apr.-June	77.2	2.5	20.3	100.0	12.8	87.2	100.0
July-Sept.	77.6	2.6	19.8	100.0	12.1	87.9	100.0
Oct.-Dec.	77.2	2.4	20.4	100.0	12.3	87.7	100.0
1956							
Jan.-Mar. (1)	74.0	2.7	23.3	100.0	12.4	87.6	100.0

(1) Preliminary

Table 7. - Hardware Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1955							
Jan.-Mar.	24.4	1.5	14.5	40.4	2.4	17.7	20.1
Apr.-June	43.8	2.2	23.7	69.7	2.7	20.8	23.5
July-Sept.	41.2	2.4	25.5	69.1	3.6	24.4	28.0
Oct.-Dec.	46.9	2.3	25.2	74.4	3.7	23.1	26.8
Total	156.3	8.4	88.9	253.6			
1956							
Jan.-Mar. (1)	25.6	1.8	16.7	44.1	3.4	20.1	23.5
Percentage Composition							
1955							
Jan.-Mar.	60.3	3.7	36.0	100.0	12.1	87.9	100.0
Apr.-June	62.8	3.2	34.0	100.0	11.6	88.4	100.0
July-Sept.	59.6	3.5	36.9	100.0	13.0	87.0	100.0
Oct.-Dec.	63.0	3.1	33.9	100.0	13.9	86.1	100.0
1956							
Jan.-Mar. (1)	58.1	4.1	37.8	100.0	14.6	85.4	100.0

Table 8. - Furniture, Appliance and Radio Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1955							
Jan.-Mar.	37.5	53.8	23.1	114.4	128.0	21.6	149.6
Apr.-June	36.4	62.6	22.2	121.2	124.0	20.6	144.6
July-Sept.	38.2	65.5	25.0	128.7	134.0	21.3	155.3
Oct.-Dec.	48.6	76.5	30.7	155.8	149.0	25.9	174.9
Total	160.7	258.4	101.0	520.1			
1956							
Jan.-Mar. (1)	39.1	60.5	24.6	124.2	143.8	23.0	166.8
Percentage Composition							
1955							
Jan.-Mar.	32.8	47.0	20.2	100.0	85.6	14.4	100.0
Apr.-June	30.0	51.6	18.4	100.0	85.8	14.2	100.0
July-Sept.	29.7	50.9	19.4	100.0	86.3	13.7	100.0
Oct.-Dec.	31.2	49.1	19.7	100.0	85.2	14.8	100.0
1956							
Jan.-Mar. (1)	31.5	48.7	19.8	100.0	86.2	13.8	100.0

(1) Preliminary

Table 9. - Jewellery Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1955							
Jan.-Mar.	13.3	4.0	3.9	21.2	9.8	5.1	14.9
Apr.-June	15.0	4.9	4.7	24.6	9.0	4.5	13.5
July-Sept.	17.5	5.5	4.7	27.7	9.7	5.2	14.9
Oct.-Dec.	26.9	10.1	8.9	45.9	13.6	8.3	21.9
Total	72.7	24.5	22.2	119.4			
1956							
Jan.-Mar. (1)	13.9	4.6	4.3	22.8	11.3	5.5	16.8
Percentage Composition							
1955							
Jan.-Mar.	62.9	18.8	18.3	100.0	65.8	34.2	100.0
Apr.-June	61.2	19.8	19.0	100.0	66.7	33.3	100.0
July-Sept.	63.0	19.9	17.1	100.0	65.2	34.8	100.0
Oct. Dec.	58.5	22.0	19.5	100.0	61.9	38.1	100.0
1956							
Jan.-Mar. (1)	61.2	20.0	18.8	100.0	67.3	32.7	100.0

Table 10. - Grocery and Combination Stores (Independent)
Sales and Accounts Receivable

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
	Dollar Estimates (in millions)					
1955						
Jan.-Mar.	245.0	74.8	82.5	25.2	327.5	33.2
Apr.-June	283.2	75.8	90.5	24.2	373.7	33.9
July-Sept.	286.9	75.5	93.1	24.5	380.0	32.6
Oct.-Dec.	285.5	74.9	95.4	25.1	380.9	34.8
Total	1,100.6		361.5		1,462.1	
1956						
Jan.-Mar. (1)	266.7	77.4	78.1	22.6	344.8	31.5

(1) Preliminary

Table 11. - General Stores
Sales and Accounts Receivable
(in millions of dollars)

Period	Sales					Accounts Receivable
	Cash		Credit		Total	
	Amount	%	Amount	%	Amount	
1955						
Jan.-Mar.	70.1	67.4	34.0	32.6	104.1	26.1
Apr.-June	93.4	68.4	43.1	31.6	136.5	29.1
July-Sept.	100.1	68.7	45.7	31.3	145.8	29.9
Oct.-Dec.	95.5	67.3	46.3	32.7	141.8	27.1
Total	359.1		169.1		528.2	
1956						
Jan.-Mar. (1).....	75.1	67.6	36.0	32.4	111.1	25.3

Table 12. - Fuel Dealers
Sales and Accounts Receivable
(in millions of dollars)

Period	Sales					Accounts Receivable
	Cash		Credit		Total	
	Amount	%	Amount	%	Amount	
1955						
Jan.-Mar.	20.3	22.9	68.3	77.1	88.6	34.7
Apr.-June	7.3	18.7	31.9	81.3	39.2	24.7
July-Sept.	10.4	23.4	34.1	76.6	44.5	28.0
Oct.-Dec.	22.2	24.1	69.7	75.9	91.9	40.2
Total	60.2		204.0		264.2	
1956						
Jan.-Mar. (1)	23.8	23.9	75.8	76.1	99.6	43.0

Table 13. - Garages and Filling Stations
Sales and Accounts Receivable
(in millions of dollars)

Period	Sales					Accounts Receivable
	Cash		Credit		Total	
	Amount	%	Amount	%	Amount	
1955						
Jan.-Mar.	91.3	70.4	38.3	29.6	129.6	24.5
Apr.-June	125.0	71.3	50.4	28.7	175.4	28.1
July-Sept.	136.2	72.6	51.5	27.4	187.7	30.0
Oct.-Dec.	115.8	71.3	46.7	28.7	162.5	27.8
Total	468.3		186.9		655.2	
1956						
Jan.-Mar. (1)	97.3	69.6	42.4	30.4	139.7	26.0

(1) Preliminary

**Table 14. - All Other Trades
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1955							
Jan.-Mar.	780.1	27.2	154.1	961.4	34.1	136.0	170.1
Apr.-June	964.2	46.1	247.5	1,257.8	38.5	181.6	220.1
July-Sept.	1,004.6	39.4	272.5	1,316.5	38.7	192.0	230.7
Oct.-Dec.	1,124.8	35.1	244.4	1,404.3	36.9	170.8	207.7
Total	3,873.7	147.8	918.5	4,940.0			
1956							
Jan.-Mar. (1)	868.0	26.7	172.2	1,066.9	35.1	152.5	187.6
Percentage Composition							
1955							
Jan.-Mar.	81.2	2.8	16.0	100.0	20.0	80.0	100.0
Apr.-June	76.6	3.7	19.7	100.0	17.5	82.5	100.0
July-Sept.	76.3	3.0	20.7	100.0	16.8	83.2	100.0
Oct.-Dec.	80.1	2.5	17.4	100.0	17.8	82.2	100.0
1956							
Jan.-Mar. (1)	81.4	2.5	16.1	100.0	18.7	81.3	100.0

(1) Preliminary



CANADA

RETAIL CREDIT
SECOND QUARTER, 1956



Published by Authority of
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DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
Merchandising and Services Section

RETAIL CREDIT

Cash sales and credit sales of retail establishments in the second quarter of 1956 amounted to an estimated \$2,278.3 million and \$1,352.3 million, respectively. For the January-June period cash sales were 7.6 per cent and credit sales 6.5 per cent more than in the first half of last year. Credit outstanding on June 30, 1956 stood at \$906.0 million, the result of a net change of +5.7 per cent since March 31, 1956. This increase was about half as large as occurred over corresponding dates in 1955; nevertheless the level of credit outstanding was \$82.1 million higher than on June 30 of last year.

The estimates in this report include retail sales to non-consumers and non-consumer receivables on the books of retailers. The non-consumer content occurs mainly in trades such as Lumber and Building Material Dealers, Farm Implement Dealers, Feed Stores and Farmers' Supply Stores, all of which are represented in the miscellaneous classification "All Other Trades". Other trade classifications contain portions of non-consumer business as well. For example, builders' hardware is included in Hardware Stores, commercial vehicles in Motor Vehicle Dealers, etc.

Sales' figures are not adjusted for seasonal variations, price changes and number of shopping days.

Instalment Sales and Receivables

Total instalment sales in the second quarter of 1956 amounted to \$520.4 million, \$2.0 million less than in the corresponding quarter of last year. At the end of the quarter instalment receivables held by retailers (which by definition exclude receivables on instalment paper sold to sales finance companies) totalled \$373.6 million. Instalment sales increased from the first quarter level by 54.6 per cent; the net change in outstanding instalment debt on retailers' books was +1.8 per cent.

Of the specified trades, Motor Vehicle Dealers reported the largest increase in instalment sales over the less active first quarter of the year, an increase of 88.3 per cent, but the volume of their instalment sales was just fractionally higher than in the second quarter of 1955. This increase in instalment business resulted in a net change from the first quarter of +21.6 per cent in Motor Vehicle Dealers' instalment credit outstanding.

Department Stores reported instalment sales of \$50.5 million -- \$10.4 million higher than in the first quarter of the year. This increment compares favorably with the \$9.1 million increase in the corresponding period of last year. Department Stores, which do not sell their instalment accounts to outside finance companies to any extent, held instalment receivables on June 30, 1956 worth roughly $2\frac{1}{2}$ times the value of their second quarter instalment sales. Their instalment credit outstanding was 25.0 per cent more than on June 30, 1955.

Instalment receivables for all the specific trades in which the instalment component is significant were larger than at June 30, 1955, with one exception: Women's Clothing Stores showed decreases of 46.7 per cent in instalment sales and 23.1 per cent in instalment receivables compared with a year ago.

Charge Sales and Receivables

Charge sales in the second quarter of 1956 amounted to \$831.9 million, just half a million less than in the peak quarter (the fourth quarter) of last year, and \$57.6 million more than in the second quarter of 1955. Of the specified trades,

Independent Grocery and Combination Stores showed the only decline in charge sales from a year ago, and this amounted to 3.3 per cent. Compared with the first quarter of 1956, charge sales of all specified trades increased, with the exception of Fuel Dealers (-48.4 per cent). The largest percentage increase was that of Hardware Stores (59.6 per cent), followed by Motor Vehicle Dealers (47.3 per cent) in which trade charge accounts would include repairs, parts and service credit in addition to motor vehicle sales. The non-specified group (All Other Trades) showed a gain of 56.2 per cent, aided by the seasonally active Lumber and Building Materials Dealers and the Farm Group.

Charge account receivables on June 30, 1956 amounted to \$532.4 million -- a net increase of 5.6 per cent over June 30, 1955, which was reflected in nine of the twelve specified trades. For the specified trades increases ranged from 24.4 per cent (Jewellery Stores) to 0.7 per cent (Garages and Filling Stations). Charge account debt on the books of Department Stores on June 30, 1956 was approximately \$300,000 more than Department Stores' second quarter charge sales which include substantial amounts of revolving credit and budgeted charge accounts.

Percentage Composition

In the second quarter of 1956 cash sales and charge sales each accounted for a larger share of the retail sales dollar than in the corresponding quarter of last year, while the portion attributable to instalment sales was lower by 1.0 per cent. Of the specified trades with significant instalment sales, all except Department Stores and Jewellery Stores reflected a decrease in the percentage of instalment sales to total sales compared with the second quarter of last year.

Note: 1951 Census benchmarks serve as the base for computations in this series.

Credit Sales

Instalment Sales - credit sales made under conditional sale agreements which provide for time payments and contain a repossession clause. Cash down-payments, trade-in allowances and retailers' service charges are included.

Charge Account Sales - credit sales other than instalment sales. Thirty-day accounts, revolving credit and budgeted charge accounts are included.

Cash Sales - cash and C.O.D. sales exclusive of cash receipts related to instalment and charge sales, e.g., payments on customers' accounts, cash down-payments on credit sales and cash received from the sale of financial paper.

Instalment Receivables exclude contingent liabilities on paper sold to finance companies.

Percentage ChangesTotal All Trades and Selected TradesInstalment SalesCharge Account Sales

Trade	2nd qtr. 56 over 2nd qtr. 55	2nd qtr. 56 over 1st qtr. 56	2nd qtr. 56 over 2nd qtr. 55	2nd qtr. 56 over 1st qtr. 56
TOTAL, ALL TRADES	- 0.4	+ 54.6	+ 7.4	+ 27.0
Department Stores	+ 13.5	+ 25.9	+ 6.5	+ 26.7
Motor Vehicle Dealers	+ 0.5	+ 88.3	+ 9.3	+ 47.3
Men's Clothing Stores	- 11.1	+ 6.7	+ 1.6	+ 14.3
Family Clothing Stores	- 20.6	0	+ 3.7	+ 30.2
Women's Clothing Stores	- 46.7	+ 14.3	+ 11.4	+ 13.2
Hardware Stores	+ 4.5	+ 35.3	+ 11.8	+ 59.6
Furniture, Appliance and Radio Stores	+ 2.7	+ 6.6	+ 20.7	+ 8.1
Jewellery Stores	+ 12.2	+ 19.6	+ 8.5	+ 18.6
Grocery and Combination (Independent) Stores	N/A	N/A	- 3.3	+ 10.5

A C C O U N T S R E C E I V A B L EPercentage ChangesTotal All Trades and Selected TradesInstalment ReceivablesCharge Account
Receivables

Trade	June 30, 1956 over March 31, 1956	June 30, 1956 over March 31, 1956
TOTAL, ALL TRADES	+ 1.8	+ 8.7
Department Stores	+ 1.9	+ 5.4
Motor Vehicle Dealers	+ 21.6	+ 18.9
Men's Clothing Stores	- 5.6	+ 3.5
Family Clothing Stores	+ 1.4	+ 0.9
Women's Clothing Stores	0	- 5.0
Hardware Stores	+ 9.1	+ 16.7
Furniture, Appliance and Radio Stores	+ 1.0	+ 0.5
Jewellery Stores	- 1.8	+ 1.8
Grocery and Combination (Independent) Stores	N/A	- 2.1

Table 1. - Total, All Trades
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1955-Jan.-Mar. ...	1,651.1	296.4	607.0	2,554.5	308.2	436.0	744.2
Apr.-June ...	2,117.5	522.4	774.3	3,414.2	319.5	504.4	823.9
July-Sept. ..	2,098.2	458.3	789.8	3,346.3	339.8	523.1	862.9
Oct.-Dec. ...	2,325.4	401.2	832.4	3,559.0	381.8	542.8	924.6
Total	8,192.2	1,678.3	3,033.5	12,874.0			
1956-Jan.-Mar. ...	1,797.9	336.6	655.1	2,789.6	367.1	489.9	857.0
Apr.-June (1)	2,278.3	520.4	831.9	3,630.6	373.6	532.4	906.0
Percentage Composition							
1955-Jan.-Mar. ...	64.6	11.6	23.8	100.0	41.4	58.6	100.0
Apr.-June ...	62.0	15.3	22.7	100.0	38.8	61.2	100.0
July-Sept. ..	62.7	13.7	23.6	100.0	39.4	60.6	100.0
Oct.-Dec. ...	65.3	11.3	23.4	100.0	41.3	58.7	100.0
Average ...	63.7	13.0	23.4	100.0			
1956-Jan.-Mar. ...	64.4	12.1	23.5	100.0	42.8	57.2	100.0
Apr.-June (1)	62.8	14.3	22.9	100.0	41.2	58.8	100.0

Table 2. - Department Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1955-Jan.-Mar. ...	138.0	35.4	45.2	218.6	111.8	52.6	164.4
Apr.-June ...	170.0	44.5	59.7	274.2	113.7	56.7	170.4
July-Sept. ..	152.2	49.1	53.2	254.5	123.2	58.0	181.2
Oct.-Dec. ...	251.1	69.3	83.2	403.6	146.6	79.8	226.4
Total	711.3	198.3	241.3	1,150.9			
1956-Jan.-Mar. ...	152.4	40.1	50.2	242.7	139.4	60.6	200.0
Apr.-June (1)	183.2	50.5	63.6	297.3	142.1	63.9	206.0
Percentage Composition							
1955-Jan.-Mar. ...	63.1	16.2	20.7	100.0	68.0	32.0	100.0
Apr.-June ...	62.0	16.2	21.8	100.0	66.7	33.3	100.0
July-Sept. ..	59.8	19.3	20.9	100.0	68.0	32.0	100.0
Oct.-Dec. ...	62.2	17.2	20.6	100.0	64.8	35.2	100.0
1956-Jan.-Mar. ...	62.8	16.5	20.7	100.0	69.7	30.3	100.0
Apr.-June (1)	61.6	17.0	21.4	100.0	69.0	31.0	100.0

(1) Preliminary

Table 3. - Motor Vehicle Dealers
Sales and Accounts Receivable

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Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1955-Jan.-Mar. ...	144.6	169.5	116.2	430.3	12.8	55.9	68.7
Apr.-June ...	257.4	355.4	164.9	777.7	22.4	73.9	96.3
July-Sept. ..	202.2	291.3	156.7	650.2	21.4	72.7	94.1
Oct.-Dec. ...	151.4	196.6	138.0	486.0	18.7	70.0	88.7
Total	755.6	1,012.8	575.8	2,344.2			
1956-Jan.-Mar. ...	150.1	189.6	122.4	462.1	19.9	67.7	87.6
Apr.-June (1)	280.6	357.0	180.3	817.9	24.2	80.5	104.7
Percentage Composition							
1955-Jan.-Mar. ...	33.6	39.4	27.0	100.0	18.6	81.4	100.0
Apr.-June ...	33.1	45.7	21.2	100.0	23.3	76.7	100.0
July-Sept. ..	31.1	44.8	24.1	100.0	22.7	77.3	100.0
Oct.-Dec. ...	31.1	40.5	28.4	100.0	21.1	78.9	100.0
1956-Jan.-Mar. ...	32.5	41.0	26.5	100.0	22.7	77.3	100.0
Apr.-June (1)	34.3	43.7	22.0	100.0	23.2	76.8	100.0

Table 4. - Men's Clothing Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1955-Jan.-Mar. ...	30.2	1.3	9.3	40.8	1.5	9.7	11.2
Apr.-June ...	38.8	1.8	12.6	53.2	1.4	10.8	12.2
July-Sept. ..	35.4	1.0	9.0	45.4	1.2	10.3	11.5
Oct.-Dec. ...	55.8	2.4	15.8	74.0	1.7	12.8	14.5
Total	160.2	6.5	46.7	213.4			
1956-Jan.-Mar. ...	31.7	1.5	11.2	44.4	1.8	11.3	13.1
Apr.-June (1)	39.4	1.6	12.8	53.8	1.7	11.7	13.4
Percentage Composition							
1955-Jan.-Mar. ...	74.1	3.1	22.8	100.0	13.9	86.1	100.0
Apr.-June ...	73.1	3.3	23.6	100.0	11.4	88.6	100.0
July-Sept. ..	78.0	2.2	19.8	100.0	10.6	89.4	100.0
Oct.-Dec. ...	75.4	3.2	21.4	100.0	11.9	88.1	100.0
1956-Jan.-Mar. ...	71.5	3.3	25.2	100.0	13.7	86.3	100.0
Apr.-June (1)	73.2	3.0	23.8	100.0	12.8	87.2	100.0

(1) Preliminary

Table 5. - Family Clothing Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1955-Jan.-Mar. ...	23.9	2.5	7.5	33.9	6.6	9.6	16.2
Apr.-June ...	36.3	3.4	10.8	50.5	6.5	10.3	16.8
July-Sept. ..	33.5	2.8	8.6	44.9	6.7	9.6	16.3
Oct.-Dec. ...	47.8	5.4	15.9	69.1	8.0	13.5	21.5
Total	141.5	14.1	42.8	198.4			
1956-Jan.-Mar. ...	27.0	2.7	8.6	38.3	6.9	11.4	18.3
Apr.-June (1)	37.9	2.7	11.2	51.8	7.0	11.5	18.5
Percentage Composition							
1955-Jan.-Mar. ...	70.4	7.4	22.2	100.0	40.7	59.3	100.0
Apr.-June ...	72.0	6.7	21.3	100.0	38.7	61.3	100.0
July-Sept. ..	74.6	6.2	19.2	100.0	41.1	58.9	100.0
Oct.-Dec. ...	69.2	7.8	23.0	100.0	37.2	62.8	100.0
1956-Jan.-Mar. ...	70.3	7.2	22.5	100.0	37.9	62.1	100.0
Apr.-June (1)	73.1	5.2	21.7	100.0	38.0	62.0	100.0

Table 6. - Women's Clothing Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1955-Jan.-Mar. ...	32.4	1.2	10.1	43.7	1.2	9.3	10.5
Apr.-June ...	46.7	1.5	12.3	60.5	1.3	9.4	10.7
July-Sept. ..	39.8	1.3	10.2	51.3	1.3	9.1	10.4
Oct.-Dec. ...	53.1	1.7	14.0	68.8	1.5	10.8	12.3
Total	172.0	5.7	46.6	224.3			
1956-Jan.-Mar. ...	36.1	0.7	12.1	48.9	1.0	10.0	11.0
Apr.-June (1)	46.7	0.8	13.7	61.2	1.0	9.5	10.5
Percentage Composition							
1955-Jan.-Mar. ...	74.2	2.7	23.1	100.0	11.9	88.1	100.0
Apr.-June ...	77.2	2.5	20.3	100.0	12.8	87.2	100.0
July-Sept. ..	77.6	2.6	19.8	100.0	12.1	87.9	100.0
Oct.-Dec. ...	77.2	2.4	20.4	100.0	12.3	87.7	100.0
1956-Jan.-Mar. ...	73.8	1.4	24.8	100.0	8.9	91.1	100.0
Apr.-June (1)	76.3	1.3	22.4	100.0	9.2	90.8	100.0

(1) Preliminary

Table 7. - Hardware Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1955-Jan.-Mar. ...	24.4	1.5	14.5	40.4	2.4	17.7	20.1
Apr.-June ...	43.8	2.2	23.7	69.7	2.7	20.8	23.5
July-Sept. ..	41.2	2.4	25.5	69.1	3.6	24.4	28.0
Oct.-Dec. ...	46.9	2.3	25.2	74.4	3.7	23.1	26.8
Total	156.3	8.4	88.9	253.6			
1956-Jan.-Mar. ...	25.8	1.7	16.6	44.1	3.3	20.4	23.7
Apr.-June (1)	44.8	2.3	26.5	73.6	3.6	23.8	27.4
Percentage Composition							
1955-Jan.-Mar. ...	60.3	3.7	36.0	100.0	12.1	87.9	100.0
Apr.-June ...	62.8	3.2	34.0	100.0	11.6	88.4	100.0
July-Sept. ..	59.6	3.5	36.9	100.0	13.0	87.0	100.0
Oct.-Dec. ...	63.0	3.1	33.9	100.0	13.9	86.1	100.0
1956-Jan.-Mar. ...	58.6	3.9	37.5	100.0	14.0	86.0	100.0
Apr.-June (1)	60.9	3.1	36.0	100.0	13.0	87.0	100.0

Table 8. - Furniture, Appliance and Radio Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1955-Jan.-Mar. ...	37.5	53.8	23.1	114.4	128.0	21.6	149.6
Apr.-June ...	36.4	62.6	22.2	121.2	124.0	20.6	144.6
July-Sept. ..	38.2	65.5	25.0	128.7	134.0	21.3	155.3
Oct.-Dec. ...	48.6	76.5	30.7	155.8	149.0	25.9	174.9
Total	160.7	258.4	101.0	520.1			
1956-Jan.-Mar. ...	39.1	60.3	24.8	124.2	144.6	22.0	166.6
Apr.-June (1)	42.0	64.3	26.8	133.1	146.0	22.1	168.1
Percentage Composition							
1955-Jan.-Mar. ...	32.8	47.0	20.2	100.0	85.6	14.4	100.0
Apr.-June ...	30.0	51.6	18.4	100.0	85.8	14.2	100.0
July-Sept. ..	29.7	50.9	19.4	100.0	86.3	13.7	100.0
Oct.-Dec. ...	31.2	49.1	19.7	100.0	85.2	14.8	100.0
1956-Jan.-Mar. ...	31.5	48.5	20.0	100.0	86.8	13.2	100.0
Apr.-June (1)	31.6	48.3	20.1	100.0	86.9	13.1	100.0

(1) Preliminary

**Table 9. - Jewellery Stores
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1955-Jan.-Mar. ...	13.3	4.0	3.9	21.2	9.8	5.1	14.9
Apr.-June ...	15.0	4.9	4.7	24.6	9.0	4.5	13.5
July-Sept. ..	17.5	5.5	4.7	27.7	9.7	5.2	14.9
Oct.-Dec. ...	26.9	10.1	8.9	45.9	13.6	8.3	21.9
Total	72.7	24.5	22.2	119.4			
1956-Jan.-Mar. ...	13.9	4.6	4.3	22.8	11.3	5.5	16.8
Apr.-June (1)	15.3	5.5	5.1	25.9	11.1	5.6	16.7
Percentage Composition							
1955-Jan.-Mar. ...	62.9	18.8	18.3	100.0	65.8	34.2	100.0
Apr.-June ...	61.2	19.8	19.0	100.0	66.7	33.3	100.0
July-Sept. ..	63.0	19.9	17.1	100.0	65.2	34.8	100.0
Oct.-Dec. ...	58.5	22.0	19.5	100.0	61.9	38.1	100.0
1956-Jan.-Mar. ...	60.9	20.4	18.7	100.0	67.3	32.7	100.0
Apr.-June (1)	59.1	21.1	19.8	100.0	66.5	33.5	100.0

**Table 10. - Grocery and Combination Stores (Independent)
Sales and Accounts Receivable**

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
	Dollar Estimates (in millions)					
1955-Jan.-Mar. ...	245.0	74.8	82.5	25.2	327.5	33.2
Apr.-June ...	283.2	75.8	90.5	24.2	373.7	33.9
July-Sept. ..	286.9	75.5	93.1	24.5	380.0	32.6
Oct.-Dec. ...	285.5	74.9	95.4	25.1	380.9	34.8
Total	1,100.6		361.5		1,462.1	
1956-Jan.-Mar. ...	265.6	77.0	79.2	23.0	344.8	33.1
Apr.-June (1)	300.0	77.4	87.5	22.6	387.5	32.4

(1) Preliminary

**Table 11. - General Stores
Sales and Accounts Receivable**
(in millions of dollars)

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Period	Sales					Accounts Receivable (Charge)
	Cash		Credit		Total	
	Amount	%	Amount	%	Amount	
1955-Jan.-Mar.	70.1	67.4	34.0	32.6	104.1	26.1
Apr.-June	93.4	68.4	43.1	31.6	136.5	29.1
July-Sept.	100.1	68.7	45.7	31.3	145.8	29.9
Oct.-Dec.	95.5	67.3	46.3	32.7	141.8	27.1
Total	359.1		169.1		528.2	
1956-Jan.-Mar.	74.6	67.1	36.5	32.9	111.1	25.6
Apr.-June (1)	95.2	67.0	46.8	33.0	142.0	27.4

**Table 12. - Fuel Dealers
Sales and Accounts Receivable**
(in millions of dollars)

Period	Sales					Accounts Receivable (Charge)
	Cash		Credit		Total	
	Amount	%	Amount	%	Amount	
1955-Jan.-Mar.	20.3	22.9	68.3	77.1	88.6	34.7
Apr.-June	7.3	18.7	31.9	81.3	39.2	24.7
July-Sept.	10.4	23.4	34.1	76.6	44.5	28.0
Oct.-Dec.	22.2	24.1	69.7	75.9	91.9	40.2
Total	60.2		204.0		264.2	
1956-Jan.-Mar.	23.9	24.0	75.7	76.0	99.6	43.0
Apr.-June (1)	9.9	20.1	39.1	79.9	49.0	30.1

**Table 13. - Garages and Filling Stations
Sales and Accounts Receivable**
(in millions of dollars)

Period	Sales					Accounts Receivable (Charge)
	Cash		Credit		Total	
	Amount	%	Amount	%	Amount	
1955-Jan.-Mar.	91.3	70.4	38.3	29.6	129.6	24.5
Apr.-June	125.0	71.3	50.4	28.7	175.4	28.1
July-Sept.	136.2	72.6	51.5	27.4	187.7	30.0
Oct.-Dec.	115.8	71.3	46.7	28.7	162.5	27.8
Total	468.3		186.9		655.2	
1956-Jan.-Mar.	95.5	68.4	44.2	31.6	139.7	25.7
Apr.-June (1)	132.5	71.4	52.9	28.6	185.4	28.3

(1) Preliminary

Table 14. - All Other Trades
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1955-Jan.-Mar. ...	780.1	27.2	154.1	961.4	34.1	136.0	170.1
Apr.-June ...	964.2	46.1	247.5	1,257.8	38.5	181.6	220.1
July-Sept. ..	1,004.6	39.4	272.5	1,316.5	38.7	192.0	230.7
Oct.-Dec. ...	1,124.8	35.1	244.4	1,404.3	36.9	170.8	207.7
Total	3,873.7	147.8	918.5	4,940.0			
1956-Jan.-Mar. ...	862.2	33.6	171.1	1,066.9	36.8	155.7	192.5
Apr.-June (1)	1,050.8	34.0	267.3	1,352.1	34.8	187.7	222.5
Percentage Composition							
1955-Jan.-Mar. ...	81.2	2.8	16.0	100.0	20.0	80.0	100.0
Apr.-June ...	76.6	3.7	19.7	100.0	17.5	82.5	100.0
July-Sept. ..	76.3	3.0	20.7	100.0	16.8	83.2	100.0
Oct.-Dec. ...	80.1	2.5	17.4	100.0	17.8	82.2	100.0
1956-Jan.-Mar. ...	80.8	3.2	16.0	100.0	19.1	80.9	100.0
Apr.-June (1)	77.7	2.5	19.8	100.0	15.6	84.4	100.0

(1) Preliminary

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RETAIL CREDIT
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RETAIL CREDIT

Cash sales and credit sales of retail establishments in the third quarter of 1956 amounted to an estimated \$2,268.0 million and \$1,318.2 million, respectively. For the January-September period cash sales were 8.1% and credit sales 6.3% more than in the first nine months of 1955. Credit outstanding on September 30, 1956, stood at a record high of \$934.0 million, the result of a net change of +3.2% since June 30, 1956. This increase was less than occurred over corresponding dates in 1955; nevertheless the level of credit outstanding was \$71.1 million higher than on September 30, 1955.

The estimates in this report include sales and receivables on commercial accounts of establishments classified as "retail". The non-consumer content occurs mainly in trades such as Lumber and Building Materials Dealers, Farm Implement Dealers, Feed Stores and Farmers' Supply Stores, all of which are represented in the miscellaneous classification "All Other Trades". Other trade classifications contain portions of non-consumer business as well. For example, builders' hardware is included in Hardware Stores, commercial vehicles in Motor Vehicle Dealers, etc.

Sales' figures are not adjusted for seasonal variation, price changes and differences in number of shopping days. The fourth quarter report will have all 1956 figures adjusted for establishment "births" and "deaths".

Instalment Sales and Receivables

Total instalment sales in the third quarter of 1956 amounted to \$472.7 million, \$14.4 million more than in the corresponding quarter of 1955. At the end of the quarter instalment receivables held by retailers (which, by definition, exclude receivables on paper sold to sales finance companies) totalled \$381.9 million. There was a seasonally-expected decline in instalment sales from the second quarter amounting to 11.1%, but instalment debt outstanding on retailers' books increased by 3.0%. (A downturn in the curve of instalment credit outstanding will normally lag behind a downturn in the new credit curve).

Three of the specified trades increased their instalment sales over the second quarter of the year: Fuel Dealers, Jewellery Stores and Furniture, Appliance and Radio Stores. Except for Women's Clothing Stores, all the specified trades in which the instalment component is significant had higher instalment sales and credit outstanding than a year earlier. Women's Clothing Stores reported decreases of 46.2% in sales and 30.8% in credit outstanding. Department Stores rang up instalment sales worth \$49.8 million, about \$700,000 more than in the third quarter of 1955; instalment credit outstanding on their books at the end of the quarter, however, was \$20.8 million more than on September 30, 1955.

Charge Sales and Receivables

Charge sales in the third quarter of 1956 amounted to \$845.5 million, the highest dollar value for quarterly short-term credit sales so far reached in the series. Although six of the specified trades reported charge sales at a lower level than in the previous quarter, there was an overall gain of 2.8%, with Furniture, Appliance and Radio Stores showing the largest increase (6.8%). The net change in charge debt outstanding between June 30 and September 30, 1956, amounted to +3.3%.

Compared with the third quarter of 1955, the one specified trade to show a decline in charge sales was Independent Grocery and Combination Stores, which fell

off 2.3%. More money was owing to all specified trades by charge account customers on September 30, 1956, than on the corresponding date a year earlier. Charge debt owing to Department Stores on September 30, 1956, exceeded Department Stores' third quarter charge sales (which include substantial sales on revolving credit and budgeted charge accounts) by approximately \$8.1 million.

Percentage Composition

In the third quarter of 1956 charge sales accounted for the same share of the retail sales' dollar as in the corresponding quarter of 1955. The portion attributable to instalment sales shifted in favour of cash sales by 0.5%. The breakdown of total receivables between the instalment and charge components remained the same as in the second quarter of the year.

Note: 1951 Census benchmarks serve as the base for computations in this series.

Credit Sales

Instalment Sales - credit sales made under conditional sale agreements which provide for time payments and contain a repossession clause. Cash down-payments, trade-in allowances and retailers' service charges are included.

Charge Account Sales - credit sales other than instalment Sales. Thirty-day accounts, revolving credit and budgeted charge accounts are included.

Cash Sales - cash and C.O.D. sales exclusive of cash receipts related to instalment and charge sales, e.g., payments on customers' accounts, cash down-payments on credit sales and cash received from the sale of financial paper.

Instalment Receivables exclude contingent liabilities on paper sold to finance companies.

Percentage ChangesTotal All Trades and Selected Trades

Trade	<u>Instalment Sales</u>		<u>Charge Account Sales</u>	
	3rd qtr. 56 over 3rd qtr. 55	3rd qtr. 56 over 2nd qtr. 56	3rd qtr. 56 over 3rd qtr. 55	3rd qtr. 56 over 2nd qtr. 56
TOTAL, ALL TRADES	+ 3.1	- 11.1	+ 7.1	+ 2.8
Department Stores	+ 1.4	- 1.2	+ 7.9	- 9.6
Motor Vehicle Dealers	+ 4.9	- 14.9	+ 10.1	- 2.4
Men's Clothing Stores	+ 20.0	- 25.0	+ 16.7	- 19.2
Family Clothing Stores	+ 7.1	- 26.8	+ 5.8	- 17.3
Women's Clothing Stores ...	- 46.2	- 22.2	+ 19.6	- 9.6
Hardware Stores	+ 12.5	0.0	+ 6.7	+ 5.4
Furniture, Appliance and Radio Stores	+ 3.7	+ 0.3	+ 4.3	+ 6.8
Jewellery Stores	+ 7.3	+ 9.3	+ 2.1	- 7.7
Grocery and Combination (Independent) Stores	N/A	N/A	- 2.3	+ 2.7
Fuel Dealers	+ 8.3	+ 85.7	+ 23.1	+ 5.5

A C C O U N T S R E C E I V A B L EPercentage ChangesTotal All Trades and Selected Trades

Trade	<u>Instalment Receivables</u>		<u>Charge Account Receivables</u>	
	3rd qtr. 56 over 3rd qtr. 55	3rd qtr. 56 over 2nd qtr. 56	3rd qtr. 56 over 3rd qtr. 55	3rd qtr. 56 over 2nd qtr. 56
TOTAL, ALL TRADES	+ 12.4	+ 3.0	+ 5.5	+ 3.3
Department Stores	+ 16.9	+ 1.4	+ 12.9	+ 2.3
Motor Vehicle Dealers	+ 11.2	- 1.2	+ 9.9	- 3.0
Men's Clothing Stores	+ 25.0	- 11.8	+ 6.8	- 5.2
Family Clothing Stores	0.0	- 7.0	+ 14.6	- 3.5
Women's Clothing Stores ...	- 30.8	0.0	+ 8.8	+ 3.1
Hardware Stores	+ 5.6	+ 5.6	+ 3.3	+ 5.4
Furniture, Appliance and Radio Stores	+ 11.7	+ 5.3	+ 9.9	+ 5.4
Jewellery Stores	+ 14.4	+ 0.9	+ 3.9	- 3.6
Grocery and Combination (Independent) Stores	N/A	N/A	+ 0.6	+ 0.6
Fuel Dealers	+ 14.3	+ 14.3	+ 5.0	- 2.2

**Table 1. - Total, All Trades
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1955-Jan.-Mar. ...	1,651.1	296.4	607.0	2,554.5	308.2	436.0	744.2
Apr.-June ...	2,117.5	522.4	774.3	3,414.2	319.5	504.4	823.9
July-Sept. ..	2,098.2	458.3	789.8	3,346.3	339.8	523.1	862.9
Oct.-Dec. ...	2,325.4	401.2	832.4	3,559.0	381.8	542.8	924.6
Total	8,192.2	1,678.3	3,033.5	12,874.0			
1956-Jan.-Mar. ...	1,797.9	336.6	655.1	2,789.6	367.1	489.9	857.0
Apr.-June ...	2,275.9	532.0	822.7	3,630.6	370.6	534.7	905.3
July-Sept.(1)	2,268.0	472.7	845.5	3,586.2	381.9	552.1	934.0
Percentage Composition							
1955-Jan.-Mar. ...	64.6	11.6	23.8	100.0	41.4	58.6	100.0
Apr.-June ...	62.0	15.3	22.7	100.0	38.8	61.2	100.0
July-Sept. ..	62.7	13.7	23.6	100.0	39.4	60.6	100.0
Oct.-Dec. ...	65.3	11.3	23.4	100.0	41.3	58.7	100.0
Average ...	63.7	13.0	23.4	100.0			
1956-Jan.-Mar. ...	64.4	12.1	23.5	100.0	42.8	57.2	100.0
Apr.-June ...	62.7	14.6	22.7	100.0	40.9	59.1	100.0
July-Sept.(1)	63.2	13.2	23.6	100.0	40.9	59.1	100.0

**Table 2. - Department Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1955-Jan.-Mar. ...	138.0	35.4	45.2	218.6	111.8	52.6	164.4
Apr.-June ...	170.0	44.5	59.7	274.2	113.7	56.7	170.4
July-Sept. ..	152.2	49.1	53.2	254.5	123.2	58.0	181.2
Oct.-Dec. ...	251.1	69.3	83.2	403.6	146.6	79.8	226.4
Total	711.3	198.3	241.3	1,150.9			
1956-Jan.-Mar. ...	152.4	40.1	50.2	242.7	139.4	60.6	200.0
Apr.-June ...	183.4	50.4	63.5	297.3	142.0	64.0	206.0
July-Sept.(1)	169.4	49.8	57.4	276.6	144.0	65.5	209.5
Percentage Composition							
1955-Jan.-Mar. ...	63.1	16.2	20.7	100.0	68.0	32.0	100.0
Apr.-June ...	62.0	16.2	21.8	100.0	66.7	33.3	100.0
July-Sept. ..	59.8	19.3	20.9	100.0	68.0	32.0	100.0
Oct.-Dec. ...	62.2	17.2	20.6	100.0	64.8	35.2	100.0
1956-Jan.-Mar. ...	62.8	16.5	20.7	100.0	69.7	30.3	100.0
Apr.-June ...	61.7	17.0	21.3	100.0	68.9	31.1	100.0
July-Sept.(1)	61.3	18.0	20.7	100.0	68.7	31.3	100.0

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Table 3. - Motor Vehicle Dealers
Sales and Accounts Receivable

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Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1955-Jan.-Mar.	144.6	169.5	116.2	430.3	12.8	55.9	68.7
Apr.-June ...	257.4	355.4	164.9	777.7	22.4	73.9	96.3
July-Sept. ..	202.2	291.3	156.7	650.2	21.4	72.7	94.1
Oct.-Dec.	151.4	196.6	138.0	486.0	18.7	70.0	88.7
Total	755.6	1,012.8	575.8	2,344.2			
1956-Jan.-Mar.	150.1	189.6	122.4	462.1	19.9	67.7	87.6
Apr.-June ...	282.0	359.1	176.8	817.9	24.1	82.4	106.5
July-Sept.(1)	219.7	305.7	172.6	698.0	23.8	79.9	103.7
Percentage Composition							
1955-Jan.-Mar.	33.6	39.4	27.0	100.0	18.6	81.4	100.0
Apr.-June ...	33.1	45.7	21.2	100.0	23.3	76.7	100.0
July-Sept. ..	31.1	44.8	24.1	100.0	22.7	77.3	100.0
Oct.-Dec.	31.1	40.5	28.4	100.0	21.1	78.9	100.0
1956-Jan.-Mar.	32.5	41.0	26.5	100.0	22.7	77.3	100.0
Apr.-June ...	34.5	43.9	21.6	100.0	22.6	77.4	100.0
July-Sept.(1)	31.5	43.8	24.7	100.0	23.0	77.0	100.0

Table 4. - Men's Clothing Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1955-Jan.-Mar.	30.2	1.3	9.3	40.8	1.5	9.7	11.2
Apr.-June ...	38.8	1.8	12.6	53.2	1.4	10.8	12.2
July-Sept. ..	35.4	1.0	9.0	45.4	1.2	10.3	11.5
Oct.-Dec.	55.8	2.4	15.8	74.0	1.7	12.8	14.5
Total	160.2	6.5	46.7	213.4			
1956-Jan.-Mar.	31.7	1.5	11.2	44.4	1.8	11.3	13.1
Apr.-June ...	39.2	1.6	13.0	53.8	1.7	11.6	13.3
July-Sept.(1)	38.1	1.2	10.5	49.8	1.5	11.0	12.5
Percentage Composition							
1955-Jan.-Mar.	74.1	3.1	22.8	100.0	13.9	86.1	100.0
Apr.-June ...	73.1	3.3	23.6	100.0	11.4	88.6	100.0
July-Sept. ..	78.0	2.2	19.8	100.0	10.6	89.4	100.0
Oct.-Dec.	75.4	3.2	21.4	100.0	11.9	88.1	100.0
1956-Jan.-Mar.	71.5	3.3	25.2	100.0	13.7	86.3	100.0
Apr.-June ...	72.9	3.0	24.1	100.0	12.8	87.2	100.0
July-Sept.(1)	76.5	2.5	21.0	100.0	12.1	87.9	100.0

(1) Preliminary

**Table 5. - Family Clothing Stores
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1955-Jan.-Mar. ...	23.9	2.5	7.5	33.9	6.6	9.6	16.2
Apr.-June ...	36.3	3.4	10.8	50.5	6.5	10.3	16.8
July-Sept. ..	33.5	2.8	8.6	44.9	6.7	9.6	16.3
Oct.-Dec. ...	47.8	5.4	15.9	69.1	8.0	13.5	21.5
Total	141.5	14.1	42.8	198.4			
1956-Jan.-Mar. ...	27.0	2.7	8.6	38.3	6.9	11.4	18.3
Apr.-June ...	36.7	4.1	11.0	51.8	7.2	11.4	18.6
July-Sept.(1)	36.5	3.0	9.1	48.6	6.7	11.0	17.7
Percentage Composition							
1955-Jan.-Mar. ...	70.4	7.4	22.2	100.0	40.7	59.3	100.0
Apr.-June ...	72.0	6.7	21.3	100.0	38.7	61.3	100.0
July-Sept. ..	74.6	6.2	19.2	100.0	41.1	58.9	100.0
Oct.-Dec. ...	69.2	7.8	23.0	100.0	37.2	62.8	100.0
1956-Jan.-Mar. ...	70.3	7.2	22.5	100.0	37.9	62.1	100.0
Apr.-June ...	70.9	7.9	21.2	100.0	38.8	61.2	100.0
July-Sept.(1)	75.0	6.3	18.7	100.0	38.1	61.9	100.0

**Table 6. - Women's Clothing Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1955-Jan.-Mar. ...	32.4	1.2	10.1	43.7	1.2	9.3	10.5
Apr.-June ...	46.7	1.5	12.3	60.5	1.3	9.4	10.7
July-Sept. ..	39.8	1.3	10.2	51.3	1.3	9.1	10.4
Oct.-Dec. ...	53.1	1.7	14.0	68.8	1.5	10.8	12.3
Total	172.0	5.7	46.6	224.3			
1956-Jan.-Mar. ...	36.1	0.7	12.1	48.9	1.0	10.0	11.0
Apr.-June ...	46.8	0.9	13.5	61.2	0.9	9.6	10.5
July-Sept.(1)	42.9	0.7	12.2	55.8	0.9	9.9	10.8
Percentage Composition							
1955-Jan.-Mar. ...	74.2	2.7	23.1	100.0	11.9	88.1	100.0
Apr.-June ...	77.2	2.5	20.3	100.0	12.8	87.2	100.0
July-Sept. ..	77.6	2.6	19.8	100.0	12.1	87.9	100.0
Oct.-Dec. ...	77.2	2.4	20.4	100.0	12.3	87.7	100.0
1956-Jan.-Mar. ...	73.8	1.4	24.8	100.0	8.9	91.1	100.0
Apr.-June ...	76.5	1.5	22.0	100.0	8.7	91.3	100.0
July-Sept.(1)	76.8	1.3	21.9	100.0	8.2	91.8	100.0

(1) Preliminary

Table 7. - Hardware Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1955-Jan.-Mar. ...	24.4	1.5	14.5	40.4	2.4	17.7	20.1
Apr.-June ...	43.8	2.2	23.7	69.7	2.7	20.8	23.5
July-Sept. ..	41.2	2.4	25.5	69.1	3.6	24.4	28.0
Oct.-Dec. ...	46.9	2.3	25.2	74.4	3.7	23.1	26.8
Total	156.3	8.4	88.9	253.6			
1956-Jan.-Mar. ...	25.8	1.7	16.6	44.1	3.3	20.4	23.7
Apr.-June ...	45.1	2.7	25.8	73.6	3.6	23.9	27.5
July-Sept.(1)	44.6	2.7	27.2	74.5	3.8	25.2	29.0
Percentage Composition							
1955-Jan.-Mar. ...	60.3	3.7	36.0	100.0	12.1	87.9	100.0
Apr.-June ...	62.8	3.2	34.0	100.0	11.6	88.4	100.0
July-Sept. ..	59.6	3.5	36.9	100.0	13.0	87.0	100.0
Oct.-Dec. ...	63.0	3.1	33.9	100.0	13.9	86.1	100.0
1956-Jan.-Mar. ...	58.6	3.9	37.5	100.0	14.0	86.0	100.0
Apr.-June ...	61.3	3.6	35.1	100.0	13.2	86.8	100.0
July-Sept.(1)	59.9	3.6	36.5	100.0	13.2	86.8	100.0

Table 8. - Furniture, Appliance and Radio Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1955-Jan.-Mar. ...	37.5	53.8	23.1	114.4	128.0	21.6	149.6
Apr.-June ...	36.4	62.6	22.2	121.2	124.0	20.6	144.6
July-Sept. ..	38.2	65.5	25.0	128.7	134.0	21.3	155.3
Oct.-Dec. ...	48.6	76.5	30.7	155.8	149.0	25.9	174.9
Total	160.7	258.4	101.0	520.1			
1956-Jan.-Mar. ...	39.1	60.3	24.8	124.2	144.6	22.0	166.6
Apr.-June ...	40.5	67.7	24.9	133.1	142.2	22.2	164.4
July-Sept.(1)	41.3	67.9	26.6	135.8	149.7	23.4	173.1
Percentage Composition							
1955-Jan.-Mar. ...	32.8	47.0	20.2	100.0	85.6	14.4	100.0
Apr.-June ...	30.0	51.6	18.4	100.0	85.8	14.2	100.0
July-Sept. ..	29.7	50.9	19.4	100.0	86.3	13.7	100.0
Oct.-Dec. ...	31.2	49.1	19.7	100.0	85.2	14.8	100.0
1956-Jan.-Mar. ...	31.5	48.5	20.0	100.0	86.8	13.2	100.0
Apr.-June ...	30.4	50.9	18.7	100.0	86.5	13.5	100.0
July-Sept.(1)	30.4	50.0	19.6	100.0	86.5	13.5	100.0

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**Table 9. - Jewellery Stores
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1955-Jan.-Mar. ...	13.3	4.0	3.9	21.2	9.8	5.1	14.9
Apr.-June ...	15.0	4.9	4.7	24.6	9.0	4.5	13.5
July-Sept. ..	17.5	5.5	4.7	27.7	9.7	5.2	14.9
Oct.-Dec. ...	26.9	10.1	8.9	45.9	13.6	8.3	21.9
Total	72.7	24.5	22.2	119.4			
1956-Jan.-Mar. ...	13.9	4.6	4.3	22.8	11.3	5.5	16.8
Apr.-June ...	15.3	5.4	5.2	25.9	11.0	5.6	16.6
July-Sept.(1)	18.3	5.9	4.8	29.0	11.1	5.4	16.5
Percentage Composition							
1955-Jan.-Mar. ...	62.9	18.8	18.3	100.0	65.8	34.2	100.0
Apr.-June ...	61.2	19.8	19.0	100.0	66.7	33.3	100.0
July-Sept. ..	63.0	19.9	17.1	100.0	65.2	34.8	100.0
Oct.-Dec. ...	58.5	22.0	19.5	100.0	61.9	38.1	100.0
1956-Jan.-Mar. ...	60.9	20.4	18.7	100.0	67.3	32.7	100.0
Apr.-June ...	59.0	21.0	20.0	100.0	66.4	33.6	100.0
July-Sept.(1)	63.2	20.2	16.6	100.0	67.2	32.8	100.0

**Table 10. - Grocery and Combination Stores (Independent)
Sales and Accounts Receivable**

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
	Dollar Estimates (in millions)					
1955-Jan.-Mar. ...	245.0	74.8	82.5	25.2	327.5	33.2
Apr.-June ...	283.2	75.8	90.5	24.2	373.7	33.9
July-Sept. ..	286.9	75.5	93.1	24.5	380.0	32.6
Oct.-Dec. ...	285.5	74.9	95.4	25.1	380.9	34.8
Total	1,100.6		361.5		1,462.1	
1956-Jan.-Mar. ...	265.6	77.0	79.2	23.0	344.8	33.1
Apr.-June ...	298.9	77.1	88.6	22.9	387.5	32.6
July-Sept.(1)	310.1	77.3	91.0	22.7	401.1	32.8

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Table 11. - General Stores
Sales and Accounts Receivable
(in millions of dollars)

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Period	Sales					Accounts Receivable
	Cash		Credit		Total	
	Amount	%	Amount	%	Amount	
1955-Jan.-Mar.	70.1	67.4	34.0	32.6	104.1	26.1
Apr.-June	93.4	68.4	43.1	31.6	136.5	29.1
July-Sept.	100.1	68.7	45.7	31.3	145.8	29.9
Oct.-Dec.	95.5	67.3	46.3	32.7	141.8	27.1
Total	359.1		169.1		528.2	
1956-Jan.-Mar.	74.6	67.1	36.5	32.9	111.1	25.6
Apr.-June	95.9	67.5	46.1	32.5	142.0	27.5
July-Sept. (1)	104.2	68.0	49.2	32.0	153.4	26.9

Table 12. - Fuel Dealers
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1955-Jan.-Mar. ...	20.3	0.6	67.7	88.6	1.2	33.5	34.7
Apr.-June ...	7.3	0.5	31.4	39.2	1.3	23.4	24.7
July-Sept. ..	10.4	1.2	32.9	44.5	2.1	25.9	28.0
Oct.-Dec. ...	22.2	1.1	68.6	91.9	1.9	38.3	40.2
Total	60.2	3.4	200.6	264.2			
1956-Jan.-Mar. ...	23.9	0.6	75.1	99.6	1.9	41.1	43.0
Apr.-June ...	9.9	0.7	38.4	49.0	2.1	27.8	29.9
July-Sept. (1)	12.5	1.3	40.5	54.3	2.4	27.2	29.6
Percentage Composition							
1955-Jan.-Mar. ...	22.9	0.7	76.4	100.0	3.5	96.5	100.0
Apr.-June ...	18.7	1.3	80.0	100.0	5.3	94.7	100.0
July-Sept. ..	23.4	2.8	73.8	100.0	7.5	92.5	100.0
Oct.-Dec. ...	24.1	1.2	74.7	100.0	4.7	95.3	100.0
1956-Jan.-Mar. ...	24.0	0.6	75.4	100.0	4.5	95.5	100.0
Apr.-June ...	20.3	1.4	78.3	100.0	7.0	93.0	100.0
July-Sept. (1)	23.0	2.4	74.6	100.0	8.0	92.0	100.0

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Table 13. - Garages and Filling Stations
Sales and Accounts Receivable
(in millions of dollars)

Period	Sales					Accounts Receivable
	Cash		Credit		Total	
	Amount	%	Amount	%	Amount	
1955-Jan.-Mar.	91.3	70.4	38.3	29.6	129.6	24.5
Apr.-June	125.0	71.3	50.4	28.7	175.4	28.1
July-Sept.	136.2	72.6	51.5	27.4	187.7	30.0
Oct.-Dec.	115.8	71.3	46.7	28.7	162.5	27.8
Total	468.3		186.9		655.2	
1956-Jan.-Mar.	95.5	68.4	44.2	31.6	139.7	25.7
Apr.-June	132.6	71.5	52.8	28.5	185.4	28.2
July-Sept. (1)	137.2	70.7	56.8	29.3	194.0	29.8

Table 14. - All Other Trades
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1955-Jan.-Mar. ...	780.1	27.2	154.1	961.4	34.1	136.0	170.1
Apr.-June ...	964.2	46.1	247.5	1,257.8	38.5	181.6	220.1
July-Sept. ..	1,004.6	39.4	272.5	1,316.5	38.7	192.0	230.7
Oct.-Dec. ...	1,124.8	35.1	244.4	1,404.3	36.9	170.8	207.7
Total	3,873.7	147.8	918.5	4,940.0			
1956-Jan.-Mar. ...	862.2	33.6	171.1	1,066.9	36.8	155.7	192.5
Apr.-June ...	1,049.6	38.1	264.4	1,352.1	35.5	188.2	223.7
July-Sept.(1)	1,093.2	33.8	288.3	1,415.3	37.7	204.4	242.1
Percentage Composition							
1955-Jan.-Mar. ...	81.2	2.8	16.0	100.0	20.0	80.0	100.0
Apr.-June ...	76.6	3.7	19.7	100.0	17.5	82.5	100.0
July-Sept. ..	76.3	3.0	20.7	100.0	16.8	83.2	100.0
Oct.-Dec. ...	80.1	2.5	17.4	100.0	17.8	82.2	100.0
1956-Jan.-Mar. ...	80.8	3.2	16.0	100.0	19.1	80.9	100.0
Apr.-June ...	77.6	2.8	19.6	100.0	15.9	84.1	100.0
July-Sept.(1)	77.2	2.4	20.4	100.0	15.6	84.4	100.0

(1) Preliminary



CANADA

RETAIL CREDIT

FOURTH QUARTER, 1956



Published by Authority of
The Right Honourable C. D. Howe, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
Merchandising and Services Section

RETAIL CREDIT

Consistent quarterly gains in both cash and credit sales at retail brought the annual totals in 1956 to an estimated \$9,012.2 million and \$5,076.5 million respectively, up 8.0% and 6.6% from a year ago.

1956/1955	Percentage Change in Sales	
	Cash	Credit
First quarter	+ 8.8	+ 10.2
Second quarter	+ 7.5	+ 4.6
Third quarter	+ 7.4	+ 6.6
Fourth quarter	+ 8.3	+ 5.9

Credit outstanding on December 31, 1956, was at an unprecedented high of \$982.5 million, the result of a net change of + 4.5% since September 30, 1956. The rate of increase in new credits over repayments was slower than a year ago, but customers were \$57.9 million deeper in debt than on December 31, 1955.

The sales' estimates in this report contain final revisions for 1955 and preliminary revisions for 1956 in respect of establishment "births" and "deaths". They have not been adjusted for seasonal fluctuation, price changes and differences in number of shopping days.

Sales and receivables on commercial accounts of retail establishments are included in the estimates. The non-consumer content is fairly large in trades such as Lumber and Building Materials Dealers, Farm Implement Dealers, Feed Stores and Farmers' Supply Stores, all which are represented in the miscellaneous classification "All Other Trades". Some of the specified trades also contain portions of non-consumer business. For example, builders' hardware is sold by Hardware Stores, commercial vehicles by Motor Vehicle Dealers, etc.

Instalment Sales and Receivables

Total instalment sales in the fourth quarter of 1956 amounted to \$438.3 million, bringing the aggregate for the year to \$1,823.2 million, an increase of 6.9% over 1955. At the year-end, instalment receivables held by retailers (which exclude, by definition, receivables on paper sold to sales finance companies) amounted to \$415.0 million.

There was a decrease in instalment sales from the previous quarter of 9.6%, compared with 11.5% a year ago, which was reflected in three of the specified trades: Motor Vehicle Dealers, Men's Clothing Stores and Hardware Stores. Instalment credit outstanding, however, continued to lag behind the downward trend of the new credit curve, and balances owing by customers were higher in all the specified trades with the exception of Motor Vehicle Dealers (- 7.5%). The increases ranged from 4.3% for Fuel Dealers to 36.0% for Jewellery Stores. Department Stores rang up instalment sales worth \$2.0 million more than in the fourth quarter of last year, and at the year-end were owed on instalment accounts \$14.7 million more than on December 31, 1955. Furniture, Appliance and Radio Stores, with instalment sales for the quarter unchanged from a year ago, were owed on instalment accounts \$3.5 million more than at the end of December, 1955.

Charge Sales and Receivables

Short-term credit sales in the fourth quarter of 1956 amounted to a record high of \$88.2 million, bringing the aggregate for the year to \$3,253.3 million. Only two of the specified trades, Hardware Stores and Jewellery Stores, showed a decrease in charge sales compared with the fourth quarter of last year, and the decline in both amounted to 3.1%.

Women's Clothing Stores reported the largest percentage gain (16.7%). Increases in other specified trades ranged from 0.6% (Men's Clothing) to 6.0% (Department Stores).

The net change in charge credit outstanding from the previous quarter amounted to + 1.9%, with increases general in all the specified trades but Motor Vehicle Dealers and Hardware Stores. Jewellery Stores and Fuel Dealers, which made the largest percentage gains in charge sales over the previous quarter, accounted for the largest percentage increases in charge balances outstanding. Charge debt owing to Department Stores on December 31, 1956, had a dollar value equivalent to 32.1% of total charge sales made by Department Stores during the year.

Percentage Composition

In the fourth quarter of 1956 instalment sales accounted for the same share of the retail sales' dollar as in the corresponding quarter of 1955. The portion attributable to charge sales shifted in favour of cash sales by 0.5 cents. The breakdown of total receivables at the year-end showed a fractional percentage change toward the instalment component compared with December 31, 1955.

Note: 1951 Census benchmarks serve as the base for computations in this series.

Credit Sales

Instalment Sales - credit sales made under conditional sale agreements which provide for time payments and contain a repossession clause. Cash down-payments, trade-in allowances and retailers' service charges are included.

Charge Account Sales - credit sales other than instalment sales. Thirty-day accounts, revolving credit and budgeted charge accounts are included.

Cash Sales - cash and C.O.D. sales exclusive of cash receipts related to instalment and charge sales, e.g., payments on customers' accounts, cash down-payments on credit sales and cash received from the sale of financial paper.

Instalment Receivables exclude contingent liabilities on paper sold to finance companies.

CREDIT SALES

5

Percentage Changes

Total All Trades and Selected Trades

Trade	Instalment Sales		Charge Account Sales	
	4th qtr. 1956	4th qtr. 1956	4th qtr. 1956	4th qtr. 1956
	4th qtr. 1955	3rd qtr. 1956	4th qtr. 1955	3rd qtr. 1956
TOTAL, ALL TRADES....	+ 8.5	- 9.6	+ 4.6	+ 5.6
Department Stores.....	+ 2.9	+ 43.7	+ 6.0	+ 53.5
Motor Vehicle Dealers.....	+ 18.3	- 24.6	+ 2.7	- 11.8
Men's Clothing Stores.....	- 54.2	- 21.4	+ 0.6	+ 55.9
Family Clothing Stores....	+ 10.9	+ 64.9	+ 4.3	+ 80.6
Women's Clothing Stores...	- 41.2	+ 25.0	+ 16.7	+ 40.0
Hardware Stores.....	- 4.2	- 17.9	- 3.1	- 7.8
Furniture, Appliance and Radio Stores.....	0.0	+ 8.7	+ 5.1	+ 13.3
Jewellery Stores.....	+ 5.5	+ 91.7	- 3.1	+106.7
Grocery and Combination (Independent) Stores...	-	-	+ 1.5	+ 6.2
Fuel Dealers.....	+ 18.2	0.0	+ 2.6	+ 98.6

ACCOUNTS RECEIVABLE

Percentage Changes

Total All Trades and Selected Trades

Trade	Instalment Receivables		Charge Account Receivables	
	4th qtr. 1956	4th qtr. 1956	4th qtr. 1956	4th qtr. 1956
	4th qtr. 1955	3rd qtr. 1956	4th qtr. 1955	3rd qtr. 1956
TOTAL, ALL TRADES....	+ 8.7	+ 8.2	+ 4.6	+ 1.9
Department Stores.....	+ 10.0	+ 12.0	+ 4.1	+ 26.9
Motor Vehicle Dealers.....	+ 18.7	- 7.5	+ 7.4	- 5.9
Men's Clothing Stores.....	+ 17.6	+ 33.3	+ 8.6	+ 26.4
Family Clothing Stores....	- 13.8	+ 13.1	+ 11.9	+ 28.0
Women's Clothing Stores...	- 26.7	+ 22.2	+ 7.4	+ 14.9
Hardware Stores.....	+ 8.1	+ 5.3	+ 3.5	- 4.8
Furniture, Appliance and Radio Stores.....	+ 9.1	+ 6.6	+ 2.3	+ 9.5
Jewellery Stores.....	+ 11.0	+ 36.0	+ 4.8	+ 61.1
Grocery and Combination (Independent) Stores...	-	-	+ 2.0	+ 7.9
Fuel Dealers.....	+ 26.3	+ 4.3	+ 5.5	+ 44.3

CHART-1

**TOTAL ALL TRADES
INSTALMENT SALES AND RECEIVABLES
1951-1956
(BY QUARTERS)**

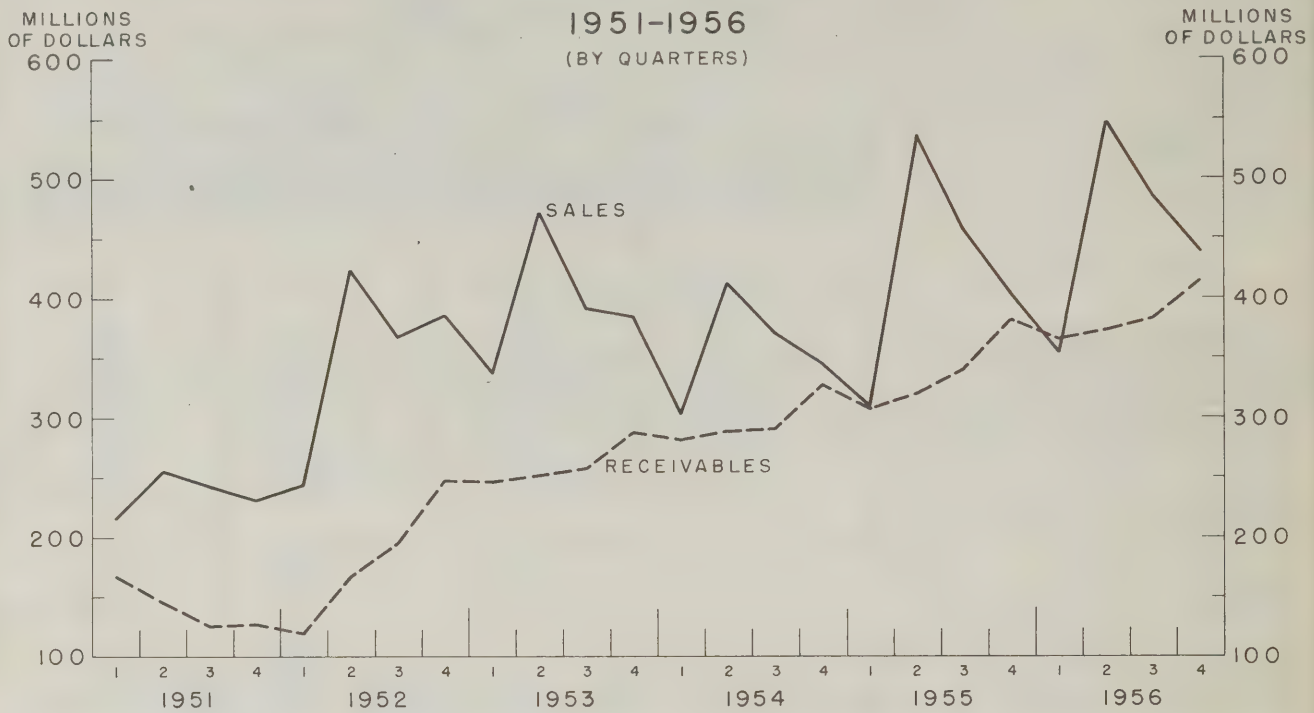


CHART-2

**DEPARTMENT STORES
INSTALMENT SALES AND RECEIVABLES
1951-1956
(BY QUARTERS)**



Table 1. - Total, All Trades

7

Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
<u>1955</u> -Jan.-Mar.	1,719.4	309.9	633.5	2,662.8	308.2	436.0	744.2
Apr.-June	2,160.6	535.2	788.4	3,484.2	319.5	504.4	823.9
July-Sept. ...	2,109.1	456.5	787.0	3,352.6	339.8	523.1	862.9
Oct.-Dec.	2,359.2	404.0	849.1	3,612.3	381.8	542.8	924.6
TOTAL	8,348.3	1,705.6	3,058.0	13,111.9			
<u>1956</u> -Jan.-Mar.	1,870.2	354.3	685.6	2,910.1	365.3	490.4	855.7
Apr.-June	2,322.7	545.7	838.5	3,706.9	372.6	535.9	980.5
July-Sept. ...	2,264.2	484.9	841.0	3,590.1	383.4	556.8	940.2
Oct.-Dec. (1).	2,555.1	438.3	888.2	3,881.6	415.0	567.5	982.5
TOTAL	9,012.2	1,823.2	3,253.3	14,088.7			
Percentage Composition							
<u>1955</u> -Jan.-Mar.	64.6	11.6	23.8	100.0	41.4	58.6	100.0
Apr.-June	62.0	15.3	22.7	100.0	38.8	61.2	100.0
July-Sept. ...	62.7	13.7	23.6	100.0	39.4	60.6	100.0
Oct.-Dec.	65.3	11.3	23.4	100.0	41.3	58.7	100.0
AVERAGE....	63.6	13.0	23.4	100.0			
<u>1956</u> -Jan.-Mar.	64.3	12.1	23.6	100.0	42.7	57.3	100.0
Apr.-June	62.7	14.7	22.6	100.0	41.0	59.0	100.0
July-Sept. ...	63.1	13.5	23.4	100.0	40.8	59.2	100.0
Oct.-Dec. (1).	65.8	11.3	22.9	100.0	42.2	57.8	100.0
AVERAGE ...	64.0	12.9	23.1	100.0			

Table 2. - Department Stores

Sales and Accounts Receivable

Dollar Estimates (in millions)							
<u>1955</u> -Jan.-Mar.	137.9	35.4	45.2	218.5	111.8	52.6	164.4
Apr.-June	169.6	44.3	59.7	273.6	113.7	56.7	170.4
July-Sept. ...	152.4	49.2	53.3	254.9	123.2	58.0	181.2
Oct.-Dec.	250.9	69.4	83.1	403.4	146.6	79.8	226.4
TOTAL	710.8	198.3	241.3	1,150.4			
<u>1956</u> -Jan.-Mar.	152.4	40.1	50.2	242.7	139.4	60.6	200.0
Apr.-June	183.4	50.4	63.5	297.3	142.0	64.0	206.0
July-Sept. ...	169.5	49.7	57.4	276.6	144.0	65.5	209.5
Oct.-Dec. (1).	266.0	71.4	88.1	425.5	161.3	83.1	244.4
TOTAL	771.3	211.6	259.2	1,242.1			
Percentage Composition							
<u>1955</u> -Jan.-Mar.	63.1	16.2	20.7	100.0	68.0	32.0	100.0
Apr.-June	62.0	16.2	21.8	100.0	66.7	33.3	100.0
July-Sept. ...	59.8	19.3	20.9	100.0	68.0	32.0	100.0
Oct.-Dec.	62.2	17.2	20.6	100.0	64.8	35.2	100.0
<u>1956</u> -Jan.-Mar.	62.8	16.5	20.7	100.0	69.7	30.3	100.0
Apr.-June	61.7	17.0	21.3	100.0	68.9	31.1	100.0
July-Sept. ...	61.3	18.0	20.7	100.0	68.7	31.3	100.0
Oct.-Dec. (1).	62.5	16.8	20.7	100.0	66.0	34.0	100.0

(1) Preliminary

**Table 3. - Motor Vehicle Dealers
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
<u>1955</u> -Jan.-Mar. ...	155.4	182.2	124.8	462.4	12.8	55.9	68.7
Apr.-June ...	262.2	362.0	168.0	792.2	22.4	73.9	96.3
July-Sept. ..	195.9	282.3	151.8	630.0	21.4	72.7	94.1
Oct.-Dec. ...	151.0	196.6	137.9	485.5	18.7	70.0	88.7
TOTAL	764.5	1,023.1	582.5	2,370.1			
<u>1956</u> -Jan.-Mar. ...	161.8	204.4	132.0	498.2	19.9	67.7	87.6
Apr.-June ...	287.1	365.6	180.0	832.7	24.1	82.4	106.5
July-Sept. ..	205.9	308.4	160.6	674.9	24.0	79.9	103.9
Oct.-Dec.(1).	166.9	232.6	141.6	541.1	22.2	75.2	97.4
TOTAL	821.7	1,111.0	614.2	2,546.9			
Percentage Composition							
<u>1955</u> -Jan.-Mar. ...	33.6	39.4	27.0	100.0	18.6	81.4	100.0
Apr.-June ...	33.1	45.7	21.2	100.0	23.3	76.7	100.0
July-Sept. ..	31.1	44.8	24.1	100.0	22.7	77.3	100.0
Oct.-Dec. ...	31.1	40.5	28.4	100.0	21.1	78.9	100.0
<u>1956</u> -Jan.-Mar. ...	32.5	41.0	26.5	100.0	22.7	77.3	100.0
Apr.-June ...	34.5	43.9	21.6	100.0	22.6	77.4	100.0
July Sept. ..	30.5	45.7	23.8	100.0	23.1	76.9	100.0
Oct.-Dec.(1).	30.8	43.0	26.2	100.0	22.8	77.2	100.0

**Table 4. - Men's Clothing Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
<u>1955</u> -Jan.-Mar. ...	31.3	1.3	9.6	42.2	1.5	9.7	11.2
Apr.-June ...	38.7	1.7	12.5	52.9	1.4	10.8	12.2
July-Sept. ..	35.2	1.0	8.9	45.1	1.2	10.3	11.5
Oct.-Dec. ...	55.8	2.4	15.8	74.0	1.7	12.8	14.5
TOTAL	161.0	6.4	46.8	214.2			
<u>1956</u> -Jan.-Mar. ...	32.7	1.5	11.5	45.7	1.8	11.3	13.1
Apr.-June ...	39.0	1.6	12.9	53.5	1.7	11.6	13.3
July-Sept. ..	38.1	1.4	10.2	49.7	1.5	11.0	12.5
Oct.-Dec.(1).	61.4	1.1	15.9	78.4	2.0	13.9	15.9
TOTAL	171.2	5.6	50.5	227.3			
Percentage Composition							
<u>1955</u> -Jan.-Mar. ...	74.1	3.1	22.8	100.0	13.9	86.1	100.0
Apr.-June ...	73.1	3.3	23.6	100.0	11.4	88.6	100.0
July-Sept. ..	78.0	2.2	19.8	100.0	10.6	89.4	100.0
Oct.-Dec. ...	75.4	3.2	21.4	100.0	11.9	88.1	100.0
<u>1956</u> -Jan.-Mar. ...	71.5	3.3	25.2	100.0	13.7	86.3	100.0
Apr.-June ...	72.9	3.0	24.1	100.0	12.8	87.2	100.0
July-Sept. ..	76.8	2.8	20.4	100.0	12.2	87.8	100.0
Oct.-Dec.(1).	78.3	1.5	20.2	100.0	12.4	87.6	100.0

(1) Preliminary

Table 5. - Family Clothing Stores

9

Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1955-Jan.-Mar.	24.4	2.6	7.7	34.7	6.6	9.6	16.2
Apr.-June	36.3	3.4	10.7	50.4	6.5	10.3	16.8
July-Sept. ...	33.4	2.8	8.6	44.8	6.7	9.6	16.3
Oct.-Dec.	48.4	5.5	16.1	70.0	8.0	13.5	21.5
TOTAL,	142.5	14.3	43.1	199.9			
1956-Jan.-Mar.	27.6	2.8	8.8	39.2	5.1	11.9	17.0
Apr.-June	36.6	4.1	11.0	51.7	6.3	11.9	18.2
July-Sept. ...	35.7	3.7	9.3	48.7	6.1	11.8	17.9
Oct.-Dec. (1).	49.4	6.1	16.8	72.3	6.9	15.1	22.0
TOTAL	149.3	16.7	45.9	211.9			
Percentage Composition							
1955-Jan.-Mar.	70.4	7.4	22.2	100.0	40.7	59.3	100.0
Apr.-June	72.0	6.7	21.3	100.0	38.7	61.3	100.0
July-Sept. ...	74.6	6.2	19.2	100.0	41.1	58.9	100.0
Oct.-Dec.	69.2	7.8	23.0	100.0	37.2	62.8	100.0
1956-Jan.-Mar.	70.3	7.2	22.5	100.0	30.0	70.0	100.0
Apr.-June	70.9	7.9	21.2	100.0	34.6	65.4	100.0
July-Sept. ...	73.2	7.6	19.2	100.0	33.9	66.1	100.0
Oct.-Dec.(1)..	68.3	8.4	23.3	100.0	31.5	68.5	100.0

Table 6. - Women's Clothing Stores
Sales and Accounts Receivable

Period	Dollar Estimates (in millions)						
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
1955-Jan.-Mar.	31.5	1.1	9.8	42.4	1.2	9.3	10.5
Apr.-June	46.9	1.5	12.4	60.8	1.3	9.4	10.7
July-Sept. ...	39.8	1.3	10.2	51.3	1.3	9.1	10.4
Oct.-Dec.	54.6	1.7	14.4	70.7	1.5	10.8	12.3
TOTAL	172.8	5.6	46.8	225.2			
1956-Jan.-Mar.	35.2	0.7	11.8	47.7	1.0	10.0	11.0
Apr.-June	47.0	0.9	13.5	61.4	0.9	9.6	10.5
July-Sept. ...	42.9	0.8	12.0	55.7	0.9	10.1	11.0
Oct.-Dec. (1).	60.2	1.0	16.8	78.0	1.1	11.6	12.7
TOTAL	185.3	3.4	54.1	242.8			
Percentage Composition							
1955-Jan.-Mar.	74.2	2.7	23.1	100.0	11.9	88.1	100.0
Apr.-June	77.2	2.5	20.3	100.0	12.8	87.2	100.0
July-Sept. ...	77.6	2.6	19.8	100.0	12.1	87.9	100.0
Oct.-Dec.	77.2	2.4	20.4	100.0	12.3	87.7	100.0
1956-Jan.-Mar.	73.8	1.4	24.8	100.0	8.9	91.1	100.0
Apr.-June	76.5	1.5	22.0	100.0	8.7	91.3	100.0
July-Sept. ...	77.0	1.4	21.6	100.0	8.1	91.9	100.0
Oct.-Dec. (1).	77.2	1.3	21.5	100.0	8.3	91.7	100.0

(1) Preliminary

Table 9. - Jewellery Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
<u>1955</u> -Jan.-Mar. ...	12.9	3.9	3.7	20.5	9.8	5.1	14.9
Apr.-June ...	16.5	5.3	5.1	26.9	9.0	4.5	13.5
July-Sept. ..	16.9	5.3	4.6	26.8	9.7	5.2	14.9
Oct.-Dec. ...	29.0	10.9	9.6	49.5	13.6	8.3	21.9
Total	75.3	25.4	23.0	123.7			
<u>1956</u> -Jan.-Mar. ...	13.5	4.5	4.1	22.1	11.3	5.5	16.8
Apr.-June ...	16.7	6.0	5.7	28.4	11.0	5.6	16.6
July-Sept. ..	17.3	6.0	4.5	27.8	11.1	5.4	16.5
Oct.-Dec. (1)	31.7	11.5	9.3	52.5	15.1	8.7	23.8
Total	79.2	28.0	23.6	130.8			
Percentage Composition							
<u>1955</u> -Jan.-Mar. ...	62.9	18.8	18.3	100.0	65.8	34.2	100.0
Apr.-June ...	61.2	19.8	19.0	100.0	66.7	33.3	100.0
July-Sept. ..	63.0	19.9	17.1	100.0	65.2	34.8	100.0
Oct.-Dec. ...	58.5	22.0	19.5	100.0	61.9	38.1	100.0
<u>1956</u> -Jan.-Mar. ...	60.9	20.4	18.7	100.0	67.3	32.7	100.0
Apr.-June ...	59.0	21.0	20.0	100.0	66.4	33.6	100.0
July-Sept. ..	62.3	21.4	16.3	100.0	67.2	32.8	100.0
Oct.-Dec. (1)	60.4	21.9	17.7	100.0	63.5	36.5	100.0

Table 10. - Grocery and Combination Stores (Independent)
Sales and Accounts Receivable
(in millions of dollars)

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
<u>1955</u> -Jan.-Mar. ...	250.7	74.8	84.5	25.2	335.2	33.2
Apr.-June ...	280.8	75.8	89.7	24.2	370.5	33.9
July-Sept. ..	281.4	75.5	91.3	24.5	372.7	32.6
Oct.-Dec. ...	290.9	74.9	97.5	25.1	388.4	34.8
Total	1,103.8		363.0		1,466.8	
<u>1956</u> -Jan.-Mar. ...	272.0	77.0	81.1	23.0	353.1	33.1
Apr.-June ...	296.0	77.1	87.7	22.9	383.7	32.6
July-Sept. ..	299.8	76.3	93.2	23.7	393.0	32.9
Oct.-Dec. (1)	312.9	76.0	99.0	24.0	411.9	35.5
Total	1,180.7		361.0		1,541.7	

(1) Preliminary

**Table 7. - Hardware Stores
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
<u>1955</u> -Jan.-Mar. ...	25.4	1.6	15.2	42.2	2.4	17.7	20.1
Apr.-June ...	42.6	2.2	23.1	67.9	2.7	20.8	23.5
July-Sept. ..	41.6	2.4	25.7	69.7	3.6	24.4	28.0
Oct.-Dec. ...	48.0	2.4	25.8	76.2	3.7	23.1	26.8
TOTAL	157.6	8.6	89.8	256.0			
<u>1956</u> -Jan.-Mar. ...	26.7	1.8	17.2	45.7	3.3	20.4	23.7
Apr.-June ...	43.8	2.6	25.1	71.5	3.6	23.9	27.5
July-Sept. ..	45.1	2.8	27.1	75.0	3.8	25.1	28.9
Oct.-Dec. (1).	54.6	2.3	25.0	81.9	4.0	23.9	27.9
TOTAL	170.2	9.5	94.4	274.1			
Percentage Composition							
<u>1955</u> -Jan.-Mar. ...	60.3	3.7	36.0	100.0	12.1	87.9	100.0
Apr.-June ...	62.8	3.2	34.0	100.0	11.6	88.4	100.0
July-Sept. ..	59.6	3.5	36.9	100.0	13.0	87.0	100.0
Oct.-Dec. ...	63.0	3.1	33.9	100.0	13.9	86.1	100.0
<u>1956</u> -Jan.-Mar. ...	58.6	3.9	37.5	100.0	14.0	86.0	100.0
Apr.-June ...	61.3	3.6	35.1	100.0	13.2	86.8	100.0
July-Sept. ..	60.2	3.7	36.1	100.0	13.3	86.7	100.0
Oct.-Dec. (1)	66.7	2.8	30.5	100.0	14.4	85.6	100.0

**Table 8. - Furniture, Appliance and Radio Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
<u>1955</u> -Jan.-Mar. ...	36.9	52.9	22.8	112.6	128.0	21.6	149.6
Apr.-June ...	38.4	66.1	23.6	128.1	124.0	20.6	144.6
July-Sept. ..	41.3	70.9	27.0	139.2	134.0	21.3	155.3
Oct.-Dec. ...	50.1	78.9	31.6	160.6	149.0	25.9	174.9
TOTAL	166.7	268.8	105.0	540.5			
<u>1956</u> -Jan.-Mar. ...	38.5	60.3	24.6	123.4	144.6	22.0	166.6
Apr.-June ...	42.6	71.2	26.2	140.0	145.1	22.9	168.0
July-Sept. ..	44.3	72.6	29.3	146.2	152.4	24.2	176.6
Oct.-Dec. (1)	54.6	78.9	33.2	166.7	162.5	26.5	189.0
TOTAL	180.0	283.0	113.3	576.3			
Percentage Composition							
<u>1955</u> -Jan.-Mar. ...	32.8	47.0	20.2	100.0	85.6	14.4	100.0
Apr.-June ...	30.0	51.6	18.4	100.0	85.8	14.2	100.0
July-Sept. ..	29.7	50.9	19.4	100.0	86.3	13.7	100.0
Oct.-Dec. ...	31.2	49.1	19.7	100.0	85.2	14.8	100.0
<u>1956</u> -Jan.-Mar. ...	31.2	48.9	19.9	100.0	86.8	13.2	100.0
Apr.-June ...	30.5	50.8	18.7	100.0	86.4	13.6	100.0
July-Sept. ..	30.4	49.6	20.0	100.0	86.3	13.7	100.0
Oct.-Dec. (1)	32.7	47.4	19.9	100.0	86.0	14.0	100.0

(1) Preliminary.

Table 11. - General Stores

Sales and Accounts Receivable

(in millions of dollars)

Period	Sales					Accounts Receivable
	Cash		Credit		Total	
	Amount	%	Amount	%	Amount	
<u>1955</u> -Jan.-Mar. ...	68.8	67.4	33.3	32.6	102.1	26.1
Apr.-June ...	92.0	68.4	42.5	31.6	134.5	29.1
July-Sept. ..	97.6	68.7	44.5	31.3	142.1	29.9
Oct.-Dec. ...	101.7	67.3	49.4	32.7	151.1	27.1
Total	360.1		169.7		529.8	
<u>1956</u> -Jan.-Mar. ...	73.1	67.1	35.9	32.9	109.0	25.6
Apr.-June ...	94.4	67.5	45.4	32.5	139.8	27.5
July-Sept. ...	101.2	67.8	47.9	32.2	149.1	27.4
Oct.-Dec. (1)	108.9	68.2	51.0	31.8	159.9	27.3
Total	377.6		180.2		557.8	

Table 12. - Fuel Dealers

Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
<u>1955</u> -Jan.-Mar. ...	21.4	0.7	71.4	93.5	1.2	33.5	34.7
Apr.-June ...	7.4	0.5	31.5	39.4	1.3	23.4	24.7
July-Sept. ..	9.5	1.1	30.1	40.7	2.1	25.9	28.0
Oct.-Dec. ...	22.7	1.1	70.5	94.3	1.9	38.3	40.2
Total	61.0	3.4	203.5	267.9			
<u>1956</u> -Jan.-Mar. ...	25.2	0.6	79.3	105.1	1.9	41.1	43.0
Apr.-June ...	10.1	0.7	39.0	49.8	2.1	27.8	29.9
July-Sept. ...	11.6	1.3	36.4	49.3	2.3	28.0	30.3
Oct.-Dec. (1)	19.1	1.3	72.3	92.7	2.4	40.4	42.8
Total.....	66.0	3.9	227.0	296.9			
Percentage Composition							
<u>1955</u> -Jan.-Mar. ...	22.9	0.7	76.4	100.0	3.5	96.5	100.0
Apr.-June ...	18.7	1.3	80.0	100.0	5.3	94.7	100.0
July-Sept. ...	23.4	2.8	73.8	100.0	7.5	92.5	100.0
Oct.-Dec. ...	24.1	1.2	74.7	100.0	4.7	95.3	100.0
<u>1956</u> -Jan.-Mar. ...	24.0	0.6	75.4	100.0	4.5	95.5	100.0
Apr.-June ...	20.3	1.4	78.3	100.0	7.0	93.0	100.0
July-Sept. ...	23.5	2.7	73.8	100.0	7.7	92.3	100.0
Oct.-Dec. (1)	20.6	1.4	78.0	100.0	5.6	94.4	100.0

(1) Preliminary

Table 13. - Garages and Filling Stations
Sales and Accounts Receivable
(in millions of dollars)

Period	Sales					Accounts Receivable
	Cash		Credit		Total	
	Amount	%	Amount	%	Amount	
<u>1955</u> -Jan.-Mar. ...	106.2	70.4	44.6	29.6	150.8	24.5
Apr.-June ...	131.9	71.3	53.1	28.7	185.0	28.1
July-Sept. ...	142.5	72.6	53.8	27.4	196.3	30.0
Oct.-Dec. ...	132.5	71.3	53.3	28.7	185.8	27.8
Total ...	513.1		204.8		717.9	
<u>1956</u> -Jan. Mar. ...	111.1	68.4	51.4	31.6	162.5	25.7
Apr.-June ...	139.8	71.5	55.7	28.5	195.5	28.2
July-Sept. ...	143.7	70.8	59.4	29.2	203.1	30.2
Oct.-Dec. (1)	137.1	70.1	58.5	29.9	195.6	29.3
Total ...	531.7		225.0		756.7	

Table 14. - All Other Trades
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
<u>1955</u> -Jan. Mar. ...	816.6	28.2	160.9	1,005.7	34.1	136.0	170.1
Apr.-June ...	997.3	48.2	256.5	1,302.0	38.5	181.6	220.1
July-Sept. ...	1,021.6	40.2	277.2	1,339.0	38.7	192.0	230.7
Oct.-Dec. ...	1,123.6	35.1	244.1	1,402.8	36.9	170.8	207.7
Total	3,959.1	151.7	938.7	5,049.5			
<u>1956</u> -Jan.-Mar. ...	900.4	36.3	179.0	1,115.7	36.8	155.7	192.5
Apr.-June ...	1,086.2	41.2	274.2	1,401.6	35.5	188.2	223.7
July-Sept. ...	1,109.1	37.3	294.6	1,441.0	37.0	205.6	242.6
Oct.-Dec. (1)	1,232.3	31.4	261.4	1,525.1	37.2	177.3	214.5
Total	4,328.0	146.2	1,009.2	5,483.4			
Percentage Composition							
<u>1955</u> -Jan. Mar. ...	81.2	2.8	16.0	100.0	20.0	80.0	100.0
Apr.-June ...	76.6	3.7	19.7	100.0	17.5	82.5	100.0
July-Sept. ...	76.3	3.0	20.7	100.0	16.8	83.2	100.0
Oct.-Dec. ...	80.1	2.5	17.4	100.0	17.8	82.2	100.0
<u>1956</u> -Jan.-Mar. ...	80.7	3.3	16.0	100.0	19.1	80.9	100.0
Apr.-June ...	77.5	2.9	19.6	100.0	15.9	84.1	100.0
July-Sept. ...	77.0	2.6	20.4	100.0	15.3	84.7	100.0
Oct.-Dec. (1)	80.8	2.1	17.1	100.0	17.4	82.6	100.0

(1) Preliminary

C R E D I T O U T S T A N D I N G

SALES FINANCE COMPANIES, MONEY-LENDERS AND SMALL LOAN COMPANIES

Small Loan Companies and Money-Lenders

1956 (2)	Balances Outstanding, end of month (1)	
	Small Loans	Large Loans
	(millions of dollars)	
January	88.8	189.4
February	86.5	195.7
March	86.8	203.0
April	85.2	213.9
May	85.7	222.6
June	86.4	230.9
July	87.0	237.3
August	87.7	242.5
September	86.6	242.4
October	85.0	242.4
November	84.8	247.7
December	88.5	254.0

(1) Balances outstanding on conditional-sale contracts and other agreements not included.

(2) Final estimates.

Sales Finance Companies

1956 (3)	Paper Purchased			Balances Outstanding end of month		
	Consumer	Commercial	Total	Consumer	Commercial	Total
	(millions of dollars)					
January	50.7	9.4	60.1	589.8	182.5	772.3
February	45.2	19.9	65.1	581.3	184.8	766.1
March	64.3	18.2	82.5	589.2	186.5	775.7
April	88.5	26.0	114.5	619.8	194.2	814.0
May	96.4	42.4	138.8	659.2	212.7	871.9
June	101.7	29.1	130.8	696.4	228.6	925.0
July	97.8	33.1	130.9	726.6	245.5	972.1
August	93.6	33.7	127.3	754.3	257.6	1,011.9
September	73.6	29.2	102.8	767.5	258.9	1,026.4
October	78.6	29.1	107.7	774.2	262.8	1,037.0
November	66.0	26.1	92.1	771.5	264.5	1,036.0
December	53.8	20.2	74.0	756.3	265.2	1,021.5

(3) Estimates subject to revision

QUARTERLY ESTIMATES OF SALES FINANCE COMPANIES

1956 (1)

(in thousands of dollars)

	R e t a i l						Wholesale
	Consumers' Goods			Commercial and Industrial Goods			
	Passenger Cars (new and used)	Other	Total	Commercial Vehicles (new and used)	Other	Total	
<u>Paper Purchased</u>							
Jan.-Mar.	121,983	38,235	160,218	25,052	22,511	47,563	248,506
Apr.-June	242,905	43,763	286,668	48,786	48,614	97,400	432,880
July-Sept.	220,444	44,539	264,983	45,717	50,310	96,027	233,183
Oct.-Dec.	150,680	47,652	198,332	38,545	36,929	75,474	259,140
<u>Estimated Repayments</u>							
Jan.-Mar.	130,267	35,779	166,046	28,034	21,120	49,154	
Apr.-June	140,896	38,506	179,402	31,746	23,540	55,286	
July-Sept.	154,619	39,284	193,903	32,806	32,946	65,752	
Oct.-Dec.	167,048	42,495	209,543	35,815	33,344	69,159	
<u>Balances Outstanding (end of quarter)</u>							
Jan.-Mar.	466,377	122,777	589,154	100,323	86,203	186,526	191,152
Apr.-June	568,386	128,034	696,420	117,363	111,277	228,640	218,770
July-Sept.	634,211	133,289	767,500	130,274	128,641	258,915	139,240
Oct.-Dec.	617,843	138,446	756,289	133,004	132,226	265,230	175,739
<u>Average Repayment Term (months)</u>							
Jan.-Mar.	20.0	18.4		19.9	19.6		
Apr.-June	20.4	18.6		20.0	18.5		
July-Sept.	20.6	18.5		20.3	19.3		
Oct.-Dec.	20.2	18.3		20.0	19.0		

(1) Estimates subject to revision.

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CANADA



RETAIL CREDIT

FIRST QUARTER, 1957

Published by Authority of
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RETAIL CREDIT

Cash sales and credit sales in the first quarter of 1957 amounted to an estimated \$2,044.3 million and \$1,105.6 million respectively, up 9.3% and 6.3% from a year ago. Credit outstanding at March 31, 1957, decreased from the year-end high at the same rate as last year (7.5%), but customers were \$52.4 million deeper in debt than on March 31, 1956.

The 1956 sales¹ estimates in this report contain final revisions for establishment "births" and "deaths". No adjustments are made for seasonal fluctuation, price changes and differences in number of shopping days.

Sales and receivables on commercial accounts of retail establishments are included in the estimates. The non-consumer content is fairly large in trades such as Lumber and Building Materials Dealers, Farm Implement Dealers, Feed Stores and Farmers' Supply Stores, all of which are represented in the miscellaneous classification "All Other Trades". Some of the specified trades also contain portions of non-consumer business. For example, builders' hardware is sold by Hardware Stores, commercial vehicles by Motor Vehicle Dealers, etc.

Instalment Sales and Receivables

Total instalment sales in the first quarter of 1957 amounted to \$369.3 million, an increase of 4.2% over the corresponding quarter of last year. At the end of the quarter instalment receivables held by retailers (which exclude, by definition, receivables on paper sold to sales finance companies) amounted to \$393.5 million, 7.7% higher than on the same date a year ago.

The seasonal decrease in instalment sales from the previous quarter amounted to 16.6%, compared with 12.3% a year ago. This was reflected in all specified trades, with declines of over 50% reported by Fuel Dealers, Jewellery Stores, Family Clothing Stores and Men's Clothing Stores. Motor Vehicle Dealers' instalment sales held firm, with a decrease from the fourth quarter of only 0.1%.

Instalment credit outstanding, after lagging at the year-end behind the downturn in the new credit curve, showed a net decrease of 5.2% since December 31, 1956. All specified trades had lower instalment receivables on their books except Motor Vehicle Dealers (+9.5%). The net decreases ranged from 4.4% (Furniture, Appliance and Radio Stores) to 18.6% (Family Clothing Stores). Department Stores rang up instalment sales worth 1.0% less than in the first quarter of last year, but were owed on instalment accounts at March 31, 1957, \$10.8 million more than a year ago. Furniture, Appliance and Radio Stores were owed on instalment accounts \$11.1 million more than at the end of March, 1956, although their instalment sales for the quarter were down 2.2% from last year.

Charge Sales and Receivables

Short-term credit sales in the first quarter of 1957 amounted to \$736.3 million, up 7.4% from a year ago. Except for Men's Clothing Stores, Hardware Stores and Jewellery Stores, which showed no change, increases were general for the

specified trades. Fuel Dealers reported the largest percentage gain over last year (13.5%) and increases in the other specified trades ranged from 1.1% (Family Clothing Stores) to 11.7% (Motor Vehicle Dealers).

The net change in charge credit outstanding from the year-end, which amounted to -9.2%, was reflected in all the specified trades but Fuel Dealers and Motor Vehicle Dealers (the two trades which made higher charge sales than in the last quarter of 1956).

Percentage Composition

In the first quarter of 1957 the portion of the retail sales' dollar attributed to cash sales was higher by 0.6 cents than in the corresponding quarter of last year due to decreases in both the instalment and charge sales' components. The breakdown of total receivables at March 31, 1957 showed a fractional shift toward the instalment component compared with the corresponding date a year ago.

Note: 1951 Census benchmarks serve as the base for computations in this series.

Credit Sales

Instalment Sales - credit sales made under conditional sale agreements which provide for time payments and contain a repossession clause. Cash down-payments, trade-in allowances and retailers' service charges are included.

Charge Account Sales - credit sales other than instalment sales. Thirty-day accounts, revolving credit and budgeted charge accounts are included.

Cash Sales - cash and C.O.D. sales exclusive of cash receipts related to instalment and charge sales, e.g., payments on customers' accounts, cash down-payments on credit sales and cash received from the sale of financial paper.

Instalment Receivables exclude contingent liabilities on paper sold to finance companies:

CREDIT SALES

5

Percentage ChangesTotal All Trades and Selected Trades

Trade	Instalment Sales		Charge Account Sales	
	<u>1st qtr. 1957</u>	<u>1st qtr. 1957</u>	<u>1st qtr. 1957</u>	<u>1st qtr. 1957</u>
	<u>1st qtr. 1956</u>	<u>4th qtr. 1956</u>	<u>1st qtr. 1956</u>	<u>4th qtr. 1956</u>
TOTAL, ALL TRADES	+ 4.2	- 16.6	+ 7.4	- 16.5
Department Stores	- 1.0	- 44.4	+ 2.6	- 41.5
Motor Vehicle Dealers	+ 15.2	- 0.1	+ 11.7	+ 5.2
Men's Clothing Stores	- 40.0	- 50.0	0.0	- 26.3
Family Clothing Stores	- 35.7	- 73.5	+ 1.1	- 47.0
Women's Clothing Stores	0.0	- 30.0	+ 9.3	- 24.1
Hardware Stores	- 27.8	- 43.5	0.0	- 33.6
Furniture, Appliance and Radio Stores	- 2.2	- 26.0	+ 5.3	- 22.0
Jewellery Stores	- 4.4	- 62.3	0.0	- 58.2
Grocery and Combination (Independent) Stores ..	-	-	+ 6.5	- 9.8
Fuel Dealers	- 16.7	- 61.5	+ 13.5	+ 26.9

ACCOUNTS RECEIVABLEPercentage ChangesTotal All Trades and Selected Trades

Trade	Instalment Receivables		Charge Account Receivables	
	<u>1st qtr. 1957</u>	<u>1st qtr. 1957</u>	<u>1st qtr. 1957</u>	<u>1st qtr. 1957</u>
	<u>1st qtr. 1956</u>	<u>4th qtr. 1956</u>	<u>1st qtr. 1956</u>	<u>4th qtr. 1956</u>
TOTAL, ALL TRADES	+ 7.7	- 5.2	+ 4.9	- 9.2
Department Stores	+ 7.7	- 6.9	+ 6.6	- 22.3
Motor Vehicle Dealers	+ 22.1	+ 9.5	+ 16.8	+ 6.2
Men's Clothing Stores	- 11.1	- 15.8	- 1.8	- 21.8
Family Clothing Stores	+ 11.8	- 18.6	+ 1.7	- 17.7
Women's Clothing Stores	- 10.0	- 10.0	- 1.0	- 16.1
Hardware Stores	+ 6.1	- 12.5	+ 4.4	- 11.2
Furniture, Appliance and Radio Stores	+ 7.7	- 4.4	+ 4.1	- 13.3
Jewellery Stores	+ 8.8	- 18.0	+ 9.1	- 31.8
Grocery and Combination (Independent) Stores ..	-	-	+ 0.9	- 5.9
Fuel Dealers	+ 10.5	- 12.5	+ 3.6	+ 6.0

**Table 1. - Total, All Trades
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	1,870.2	354.3	685.6	2,910.1	365.3	490.4	855.7
Apr.-June ...	2,322.7	545.7	838.5	3,706.9	372.6	535.9	980.5
July-Sept. ..	2,264.2	484.9	841.0	3,590.1	383.4	556.8	940.2
Oct.-Dec. ...	2,557.0	442.7	881.8	3,881.5	414.9	566.6	981.5
TOTAL	9,014.1	1,827.6	3,246.9	14,088.6			
1957-Jan.-Mar. (1)	2,044.3	369.3	736.3	3,149.9	393.5	514.6	908.1
Percentage Composition							
1956-Jan.-Mar. ...	64.3	12.1	23.6	100.0	42.7	57.3	100.0
Apr.-June ...	62.7	14.7	22.6	100.0	41.0	59.0	100.0
July-Sept. ..	63.1	13.5	23.4	100.0	40.8	59.2	100.0
Oct.-Dec. ...	65.9	11.4	22.7	100.0	42.3	57.7	100.0
AVERAGE ...	64.0	13.0	23.0	100.0			
1957-Jan.-Mar. (1)	64.9	11.7	23.4	100.0	43.3	56.7	100.0

**Table 2. - Department Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	152.4	40.1	50.2	242.7	139.4	60.6	200.0
Apr.-June ...	183.4	50.4	63.5	297.3	142.0	64.0	206.0
July-Sept. ..	169.5	49.7	57.4	276.6	144.0	65.5	209.5
Oct.-Dec. ...	266.0	71.4	88.1	425.5	161.3	83.1	244.4
TOTAL	771.3	211.6	259.2	1,242.1			
1957-Jan.-Mar. (1)	158.1	39.7	51.5	249.3	150.2	64.6	214.8
Percentage Composition							
1956-Jan.-Mar. ...	62.8	16.5	20.7	100.0	69.7	30.3	100.0
Apr.-June ...	61.7	17.0	21.3	100.0	68.9	31.1	100.0
July-Sept. ..	61.3	18.0	20.7	100.0	68.7	31.3	100.0
Oct.-Dec. ...	62.5	16.8	20.7	100.0	66.0	34.0	100.0
1957-Jan.-Mar. (1)	63.4	15.9	20.7	100.0	69.9	30.1	100.0

(1) Preliminary

**Table 3. - Motor Vehicle Dealers
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	161.8	204.4	132.0	498.2	19.9	67.7	87.6
Apr.-June ...	287.1	365.6	180.0	832.7	24.1	82.4	106.5
July-Sept. ..	205.9	308.4	160.6	674.9	24.0	79.9	103.9
Oct.-Dec. ...	165.3	235.7	140.1	541.1	22.2	74.5	96.7
TOTAL	820.1	1,114.1	612.7	2,546.9			
1957-Jan.-Mar. (1)	213.9	235.4	147.4	596.7	24.3	79.1	103.4
Percentage Composition							
1956-Jan.-Mar. ...	32.5	41.0	26.5	100.0	22.7	77.3	100.0
Apr.-June ...	34.5	43.9	21.6	100.0	22.6	77.4	100.0
July-Sept. ..	30.5	45.7	23.8	100.0	23.1	76.9	100.0
Oct.-Dec. ...	30.5	43.6	25.9	100.0	23.0	77.0	100.0
1957-Jan.-Mar. (1)	35.8	39.5	24.7	100.0	23.5	76.5	100.0

**Table 4. - Men's Clothing Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	32.7	1.5	11.5	45.7	1.8	11.3	13.1
Apr.-June ...	39.0	1.6	12.9	53.5	1.7	11.6	13.3
July-Sept. ..	38.1	1.4	10.2	49.7	1.5	11.0	12.5
Oct.-Dec. ...	61.0	1.8	15.6	78.4	1.9	14.2	16.1
TOTAL	170.8	6.3	50.2	227.3			
1957-Jan.-Mar. (1)	34.7	0.9	11.5	47.1	1.6	11.1	12.7
Percentage Composition							
1956-Jan.-Mar. ...	71.5	3.3	25.2	100.0	13.7	86.3	100.0
Apr.-June ...	72.9	3.0	24.1	100.0	12.8	87.2	100.0
July-Sept. ..	76.8	2.8	20.4	100.0	12.2	87.8	100.0
Oct.-Dec. ...	77.8	2.3	19.9	100.0	11.9	88.1	100.0
1957-Jan.-Mar. (1)	73.8	1.8	24.4	100.0	12.7	87.3	100.0

(1) Preliminary

Table 5. - Family Clothing Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	27.6	2.8	8.8	39.2	5.1	11.9	17.0
Apr.-June ...	36.6	4.1	11.0	51.7	6.3	11.9	18.2
July-Sept. ...	35.7	3.7	9.3	48.7	6.1	11.8	17.9
Oct.-Dec. ...	48.7	6.8	16.8	72.3	7.0	14.7	21.7
TOTAL	148.6	17.4	45.9	211.9			
1957-Jan.-Mar. (1)	28.4	1.8	8.9	39.1	5.7	12.1	17.8
Percentage Composition							
1956-Jan.-Mar. ...	70.3	7.2	22.5	100.0	30.0	70.0	100.0
Apr.-June ...	70.9	7.9	21.2	100.0	34.6	65.4	100.0
July-Sept. ...	73.2	7.6	19.2	100.0	33.9	66.1	100.0
Oct.-Dec. ...	67.3	9.4	23.3	100.0	32.2	67.8	100.0
1957-Jan.-Mar. (1)	72.6	4.7	22.7	100.0	32.2	67.8	100.0

Table 6. - Women's Clothing Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	35.2	0.7	11.8	47.7	1.0	10.0	11.0
Apr.-June ...	47.0	0.9	13.5	61.4	0.9	9.6	10.5
July-Sept. ...	42.9	0.8	12.0	55.7	0.9	10.1	11.0
Oct.-Dec. ...	60.0	1.0	17.0	78.0	1.0	11.8	12.8
TOTAL	185.1	3.4	54.3	242.8			
1957-Jan.-Mar. (1)	35.2	0.7	12.9	48.8	0.9	9.9	10.8
Percentage Composition							
1956-Jan.-Mar. ...	73.8	1.4	24.8	100.0	8.9	91.1	100.0
Apr.-June ...	76.5	1.5	22.0	100.0	8.7	91.3	100.0
July-Sept. ...	77.0	1.4	21.6	100.0	8.1	91.9	100.0
Oct.-Dec. ...	76.9	1.3	21.8	100.0	8.2	91.8	100.0
1957-Jan.-Mar. (1)	72.0	1.5	26.5	100.0	8.7	91.3	100.0

(1) Preliminary

Table 9. - Jewellery Stores
Sales and Accounts Receivable

9

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	13.5	4.5	4.1	22.1	11.3	5.5	16.8
Apr.-June ...	16.7	6.0	5.7	28.4	11.0	5.6	16.6
July-Sept. ..	17.3	6.0	4.5	27.8	11.1	5.4	16.5
Oct.-Dec. ...	31.3	11.4	9.8	52.5	15.0	8.8	23.8
TOTAL	78.8	27.9	24.1	130.8			
1957-Jan.-Mar. (1)	13.7	4.3	4.1	22.1	12.3	6.0	18.3
Percentage Composition							
1956-Jan.-Mar. ...	60.9	20.4	18.7	100.0	67.3	32.7	100.0
Apr.-June ...	59.0	21.0	20.0	100.0	66.4	33.6	100.0
July-Sept. ..	62.3	21.4	16.3	100.0	67.2	32.8	100.0
Oct.-Dec. ...	59.6	21.7	18.7	100.0	63.0	37.0	100.0
1957-Jan.-Mar. (1)	61.9	19.6	18.5	100.0	67.0	33.0	100.0

Table 10. - Grocery and Combination Stores (Independent)
Sales and Accounts Receivable
(in millions of dollars)

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
1956-Jan.-Mar.	272.0	77.0	81.1	23.0	353.1	33.1
Apr.-June	296.0	77.1	87.7	22.9	383.7	32.6
July-Sept.	299.8	76.3	93.2	23.7	393.0	32.9
Oct.-Dec.	316.1	76.8	95.8	23.2	411.9	35.5
TOTAL	1,183.9		357.8		1,541.7	
1957-Jan.-Mar. (1)	293.2	77.2	86.4	22.8	379.6	33.4

(1) Preliminary

**Table 7. - Hardware Stores
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	26.7	1.8	17.2	45.7	3.3	20.4	23.7
Apr.-June ...	43.8	2.6	25.1	71.5	3.6	23.9	27.5
July-Sept. ..	45.1	2.8	27.1	75.0	3.8	25.1	28.9
Oct.-Dec. ...	53.7	2.3	25.9	81.9	4.0	24.0	28.0
TOTAL	169.3	9.5	95.3	274.1			
1957-Jan.-Mar. (1)	28.5	1.3	17.2	47.0	3.5	21.3	24.8
Percentage Composition							
1956-Jan.-Mar. ...	58.6	3.9	37.5	100.0	14.0	86.0	100.0
Apr.-June ...	61.3	3.6	35.1	100.0	13.2	86.8	100.0
July-Sept. ..	60.2	3.7	36.1	100.0	13.3	86.7	100.0
Oct.-Dec. ...	65.5	2.9	31.6	100.0	14.4	85.6	100.0
1957-Jan.-Mar. (1)	60.6	2.8	36.6	100.0	14.2	85.8	100.0

**Table 8. - Furniture, Appliance and Radio Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	38.5	60.3	24.6	123.4	144.6	22.0	166.6
Apr.-June ...	42.6	71.2	26.2	140.0	145.1	22.9	168.0
July-Sept. ..	44.3	72.6	29.3	146.2	152.4	24.2	176.6
Oct.-Dec. ...	53.8	79.7	33.2	166.7	162.9	26.4	189.3
TOTAL	179.2	283.8	113.3	576.3			
1957-Jan.-Mar. (1)	41.4	59.0	25.9	126.3	155.7	22.9	178.6
Percentage Composition							
1956-Jan.-Mar. ...	31.2	48.9	19.9	100.0	86.8	13.2	100.0
Apr.-June ...	30.5	50.8	18.7	100.0	86.4	13.6	100.0
July-Sept. ..	30.4	49.6	20.0	100.0	86.3	13.7	100.0
Oct.-Dec. ...	32.3	47.8	19.9	100.0	86.0	14.0	100.0
1957-Jan.-Mar. (1)	32.7	46.8	20.5	100.0	87.2	12.8	100.0

(1) Preliminary

**Table 11. - General Stores
Sales and Accounts Receivable**
(in millions of dollars)

11

Period	Sales					Accounts Receivable
	Cash		Credit		Total	
	Amount	%	Amount	%	Amount	
1956-Jan.-Mar.	73.1	67.1	35.9	32.9	109.0	25.6
Apr.-June	94.4	67.5	45.4	32.5	139.8	27.5
July-Sept.	101.2	67.8	47.9	32.2	149.1	27.4
Oct.-Dec.	109.2	68.4	50.7	31.6	159.9	26.8
TOTAL	377.9		179.9		557.8	
1957-Jan.-Mar. (1)	77.6	68.1	36.4	31.9	114.0	25.9

**Table 12. - Fuel Dealers
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	25.2	0.6	79.3	105.1	1.9	41.1	43.0
Apr.-June ...	10.1	0.7	39.0	49.8	2.1	27.8	29.9
July-Sept. ..	11.6	1.3	36.4	49.3	2.3	28.0	30.3
Oct.-Dec. ...	20.5	1.3	70.9	92.7	2.4	40.2	42.6
TOTAL	67.4	3.9	225.6	296.9			
1957-Jan.-Mar. (1)	25.5	0.5	90.0	116.0	2.1	42.6	44.7
Percentage Composition							
1956-Jan.-Mar. ...	24.0	0.6	75.4	100.0	4.5	95.5	100.0
Apr.-June ...	20.3	1.4	78.3	100.0	7.0	93.0	100.0
July-Sept. ..	23.5	2.7	73.8	100.0	7.7	92.3	100.0
Oct.-Dec. ...	22.2	1.3	76.5	100.0	5.6	94.4	100.0
1957-Jan.-Mar. (1)	22.0	0.4	77.6	100.0	4.7	95.3	100.0

(1) Preliminary

Table 13. - Garages and Filling Stations
Sales and Accounts Receivable
(in millions of dollars)

Period	Sales					Accounts Receivable
	Cash		Credit		Total	
	Amount	%	Amount	%	Amount	
1956-Jan.-Mar.	111.1	68.4	51.4	31.6	162.5	25.7
Apr.-June	139.8	71.5	55.7	28.5	195.5	28.2
July-Sept.	143.7	70.8	59.4	29.2	203.1	30.2
Oct.-Dec.	136.4	69.7	59.2	30.3	195.6	28.9
TOTAL	531.0		225.7		756.7	
1957-Jan.-Mar. (1)	118.4	66.5	59.7	33.5	178.1	27.9

Table 14. - All Other Trades
Sales and Accounts Receivable

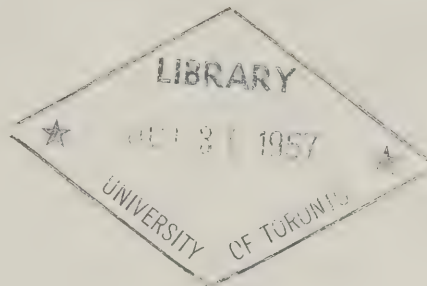
Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	990.4	36.3	179.0	1,115.7	36.8	155.7	192.5
Apr.-June ...	1,086.2	41.2	274.2	1,401.6	35.5	188.2	223.7
July-Sept. ..	1,109.1	37.3	294.6	1,441.0	37.0	205.6	242.6
Oct.-Dec. ...	1,235.0	30.6	259.4	1,525.0	36.9	178.0	214.9
TOTAL	4,330.7	145.4	1,007.2	5,483.3			
1957-Jan.-Mar. (1)	975.7	24.6	185.5	1,185.8	36.9	158.1	195.0
Percentage Composition							
1956-Jan.-Mar. ...	80.7	3.3	16.0	100.0	19.1	80.9	100.0
Apr.-June ...	77.5	2.9	19.6	100.0	15.9	84.1	100.0
July-Sept. ..	77.0	2.6	20.4	100.0	15.3	84.7	100.0
Oct.-Dec. ...	81.0	2.0	17.0	100.0	17.2	82.8	100.0
1957-Jan.-Mar. (1)	82.3	2.1	15.6	100.0	18.9	81.1	100.0

(1) Preliminary

63-006



CANADA



RETAIL CREDIT

SECOND QUARTER, 1957

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RETAIL CREDIT

A redefinition of the "instalment" and "charge" terms used in the Retail Credit series was approved earlier this year. Although budgeted charge accounts and revolving credit have, in practice, been included in the "charge" category, these intermediate forms of credit lack the characteristics of the regular charge account and, in fact, closely resemble "instalment" credit (then defined as "credit granted under conditional-sale agreements providing for time-payments and containing a repossession clause"). Regular charge accounts, for example, do not entail a specific finance charge (except on overdue accounts) and are not customarily paid off in a series of regular instalments. It was felt, therefore, that the trend of these deferred payment plans should be transferred to the "instalment" component of sales and receivables. As a result of this change, which affects Department Stores mainly and the Clothing trades, Jewellery Stores and Furniture, Household Appliance and Radio Stores to a lesser extent, credit components for the revised first quarter of 1957 and the preliminary second quarter of 1957 are not comparable with the 1956 and earlier estimates. However, the comparability of total credit sales and total accounts receivable is not affected.

For Department Stores only, the "instalment" component will now be shown sub-divided into "conditional-sale agreements" and "other deferred payment plans," resulting in a four-way breakdown for sales and a three-way breakdown for receivables.

The 1956 sales' estimates in this report contain final revisions for establishment "births" and "deaths." No adjustments are made in the Retail Credit series for seasonal fluctuation, price changes and differences in number of shopping days.

Sales and receivables on commercial accounts of retail establishments are included in the estimates. The non-consumer content is fairly large in trades such as Lumber and Building Material Dealers, Farm Implement Dealers, Feed Stores and Farmers' Supply Stores, all of which are represented in the miscellaneous classification "All Other Trades." Some of the specified trades also contain portions of non-consumer business. For example, builders' hardware is sold by Hardware Stores, commercial vehicles by Motor Vehicle Dealers, etc.

Credit sales amounted to an estimated \$1,339.1 million in the second quarter of 1957, a decrease of 3.3 per cent from a year ago. In the specified trades, this decline was conspicuously reflected by Motor Vehicle Dealers with credit sales down 11.4 per cent. Cash sales, estimated residually from total sales, amounted to \$2,434.5 million compared with \$2,322.7 million in the corresponding period of last year.

The year-over-year drop in credit sales was not accompanied by a like change in total accounts receivable. Following a net increase of 5.3 per cent from March 31, accounts receivable at June 30 were 5.6 per cent higher than on the corresponding date a year ago.

The usual seasonal increases over the first quarter of the year were reported in both instalment and charge sales for all the specified trades except Fuel Dealers, which normally exhibit a reverse trend. Increases in the instalment component ranged from a high of 40.0 per cent (Men's Clothing) to a low of 16.0 per cent (Furniture, Household Appliance and Radio Stores) with an over-all gain of 27.9 per cent. In the charge component, trade increases showed a very wide range, with an over-all gain of 15.1 per cent.

The net increases in instalment and charge receivables during the second quarter of 1957 amounted to 2.3 per cent and 7.9 per cent respectively. More than half the specified trades reflected the increases in each component.

Instalment Sales - credit sales made under conditional agreements. The cash down-payments, trade-in allowances and retailers' service charges are included in the value of sales' estimates. Effective the first quarter of 1957, sales made on other deferred payment plans, such as revolving credit and budgeted charge accounts, are also included.

Charge Account Sales - credit sales other than instalment sales. Effective the first quarter of 1957, deferred payment plans, such as revolving credit and budgeted charge accounts, are excluded.

Cash Sales - cash and C.O.D. sales excluding cash receipts related to instalment and charge sales (e.g., payments on customers' accounts, cash down payments on credit sales and cash received from the sale of instalment paper).

Instalment Receivables exclude contingent liabilities on paper sold to finance companies and banks.

C R E D I T S A L E SPercentage ChangesTotal All Trades and Selected Trades

Trade	Instalment Sales	Charge Account Sales	Total Credit Sales
	<u>2nd qtr. 1957</u> <u>1st qtr. 1957</u>	<u>2nd qtr. 1957</u> <u>1st qtr. 1957</u>	<u>2nd qtr. 1957</u> <u>2nd qtr. 1956</u>
TOTAL, ALL TRADES	+ 27.9	+ 15.1	- 3.3
Department Stores	+ 25.3	+ 29.8	+ 2.0
Motor Vehicle Dealers	+ 33.2	+ 6.3	- 11.4
Men's Clothing Stores	+ 40.0	+ 26.7	+ 6.2
Family Clothing Stores	+ 23.3	+ 30.0	+ 2.0
Women's Clothing Stores	+ 23.1	+ 18.5	+ 9.0
Hardware Stores	+ 30.4	+ 60.4	+ 5.8
Furniture, Appliance and Radio Stores	+ 16.0	+ 3.9	- 2.5
Jewellery Stores	+ 34.8	+ 27.5	- 3.4
Grocery and Combination (Independent) Stores	-	+ 12.1	+ 13.0
Fuel Dealers	- 40.0	- 58.6	- 4.8

A C C O U N T S R E C E I V A B L EPercentage ChangesTotal All Trades and Selected Trades

Trade	Instalment Receivables	Charge Account Receivables	Total Receivables
	<u>2nd qtr. 1957</u> <u>1st qtr. 1957</u>	<u>2nd qtr. 1957</u> <u>1st qtr. 1957</u>	<u>2nd qtr. 1957</u> <u>2nd qtr. 1956</u>
TOTAL, ALL TRADES	+ 2.3	+ 7.9	+ 5.6
Department Stores	+ 1.4	+ 10.0	+ 7.2
Motor Vehicle Dealers	+ 4.5	+ 6.8	+ 4.8
Men's Clothing Stores	+ 5.0	+ 5.5	+ 2.3
Family Clothing Stores	- 3.2	+ 0.9	- 2.7
Women's Clothing Stores	0.0	- 3.2	+ 1.0
Hardware Stores	+ 7.7	+ 18.3	+ 12.0
Furniture, Appliance and Radio Stores	+ 2.6	+ 2.6	+ 9.2
Jewellery Stores	- 5.6	- 6.7	+ 4.2
Grocery and Combination (Independent) Stores	-	+ 6.8	+ 6.4
Fuel Dealers	- 26.1	- 36.3	- 4.3

**Table 1. - Total, All Trades
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	1,870.2	354.3	685.6	2,910.1	365.3	490.4	855.7
Apr.-June ...	2,322.7	545.7	838.5	3,706.9	372.6	535.9	908.5
July-Sept. ...	2,264.2	484.9	841.0	3,590.1	383.4	556.8	940.2
Oct.-Dec. ...	2,557.0	442.7	881.8	3,881.5	414.9	566.6	981.5
TOTAL	9,014.1	1,827.6	3,246.9	14,088.6			
1957-Jan.-Mar. ...	2,030.4	395.5	724.0	3,149.9	421.1	489.8	910.9
Apr.-June (p)	2,434.5	505.8	833.3	3,773.6	430.9	528.5	959.4
Percentage Composition							
1956-Jan.-Mar. ...	64.3	12.1	23.6	100.0	42.7	57.3	100.0
Apr.-June ...	62.7	14.7	22.6	100.0	41.0	59.0	100.0
July-Sept. ...	63.1	13.5	23.4	100.0	40.8	59.2	100.0
Oct.-Dec. ...	65.9	11.4	22.7	100.0	42.3	57.7	100.0
AVERAGE ...	64.0	13.0	23.0	100.0			
1957-Jan.-Mar. ...	64.5	12.5	23.0	100.0	46.2	53.8	100.0
Apr.-June (p)	64.5	13.4	22.1	100.0	44.9	55.1	100.0

**Table 2. - Department Stores
Sales and Accounts Receivable**

Period	S a l e s					Accounts Receivable (at end of period)			
	Cash	Instalment		Charge	Total	Instalment		Charge	Total
		C.S.A./1	Other/2			C.S.A./1	Other/2		
	Dollar Estimates (in millions)								
1957 -									
Jan.-Mar. ...	158.0	39.2	12.5	39.6	249.3	147.9	27.6	39.0	214.5
Apr.-June (p)	194.8	50.3	14.5	51.4	311.0	149.0	29.0	42.9	220.9
	Percentage Composition								
1957 -									
Jan.-Mar. ...	63.4	15.7	5.0	15.9	100.0	68.9	12.9	18.2	100.0
Apr.-June (p)	62.6	16.2	4.7	16.5	100.0	67.5	13.1	19.4	100.0

(p) Preliminary /1 Conditional-sale agreements /2 Other deferred payment plans.

Table 3. - Motor Vehicle Dealers
Sales and Accounts Receivable

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Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	161.8	204.4	132.0	498.2	19.9	67.7	87.6
Apr.-June ...	287.1	365.6	180.0	832.7	24.1	82.4	106.5
July-Sept. ..	205.9	308.4	160.6	674.9	24.0	79.9	103.9
Oct.-Dec. ...	165.3	235.7	140.1	541.1	22.2	74.5	96.7
TOTAL	820.1	1,114.1	612.7	2,546.9			
1957-Jan.-Mar. ...	204.4	247.1	145.2	596.7	24.5	80.5	105.0
Apr.-June (p)	288.8	329.1	154.4	772.3	25.6	86.0	111.6
Percentage Composition							
1956-Jan.-Mar. ...	32.5	41.0	26.5	100.0	22.7	77.3	100.0
Apr.-June ...	34.5	43.9	21.6	100.0	22.6	77.4	100.0
July-Sept. ..	30.5	45.7	23.8	100.0	23.1	76.9	100.0
Oct.-Dec. ...	30.5	43.6	25.9	100.0	23.0	77.0	100.0
1957-Jan.-Mar. ...	34.3	41.4	24.3	100.0	23.4	76.6	100.0
Apr.-June (p)	37.4	42.6	20.0	100.0	22.9	77.1	100.0

Table 4. - Men's Clothing Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	32.7	1.5	11.5	45.7	1.8	11.3	13.1
Apr.-June ...	39.0	1.6	12.9	53.5	1.7	11.6	13.3
July-Sept. ..	38.1	1.4	10.2	49.7	1.5	11.0	12.5
Oct.-Dec. ...	61.0	1.8	15.6	78.4	1.9	14.2	16.1
TOTAL	170.8	6.3	50.2	227.3			
1957-Jan.-Mar. ...	35.1	1.5	10.5	47.1	2.0	10.9	12.9
Apr.-June (p)	39.9	2.1	13.3	55.3	2.1	11.5	13.6
Percentage Composition							
1956-Jan.-Mar. ...	71.5	3.3	25.2	100.0	13.7	86.3	100.0
Apr.-June ...	72.9	3.0	24.1	100.0	12.8	87.2	100.0
July-Sept. ..	76.8	2.8	20.4	100.0	12.2	87.8	100.0
Oct.-Dec. ...	77.8	2.3	19.9	100.0	11.9	88.1	100.0
1957-Jan.-Mar. ...	74.5	3.2	22.3	100.0	15.4	84.6	100.0
Apr.-June (p)	72.1	3.8	24.1	100.0	15.3	84.7	100.0

(p)

**Table 5. - Family Clothing Stores
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	27.6	2.8	8.8	39.2	5.1	11.9	17.0
Apr.-June ...	36.6	4.1	11.0	51.7	6.3	11.9	18.2
July-Sept. ..	35.7	3.7	9.3	48.7	6.1	11.8	17.9
Oct.-Dec. ...	48.7	6.8	16.8	72.3	7.0	14.7	21.7
TOTAL	148.6	17.4	45.9	211.9			
1957-Jan.-Mar. ...	27.1	3.0	9.0	39.1	6.2	11.6	17.8
Apr.-June (p)	37.9	3.7	11.7	53.3	6.0	11.7	17.7
Percentage Composition							
1956-Jan.-Mar. ...	70.3	7.2	22.5	100.0	30.0	70.0	100.0
Apr.-June ...	70.9	7.9	21.2	100.0	34.6	65.4	100.0
July-Sept. ..	73.2	7.6	19.2	100.0	33.9	66.1	100.0
Oct.-Dec. ...	67.3	9.4	23.3	100.0	32.2	67.8	100.0
1957-Jan.-Mar. ...	69.4	7.6	23.0	100.0	35.1	64.9	100.0
Apr.-June (p)	71.2	6.9	21.9	100.0	34.0	66.0	100.0

**Table 6. - Women's Clothing Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	35.2	0.7	11.8	47.7	1.0	10.0	11.0
Apr.-June ...	47.0	0.9	13.5	61.4	0.9	9.6	10.5
July-Sept. ..	42.9	0.8	12.0	55.7	0.9	10.1	11.0
Oct.-Dec. ...	60.0	1.0	17.0	78.0	1.0	11.8	12.8
TOTAL	185.1	3.4	54.3	242.8			
1957-Jan.-Mar. ...	35.6	1.3	11.9	48.8	1.4	9.5	10.9
Apr.-June (p)	49.0	1.6	14.1	64.7	1.4	9.2	10.6
Percentage Composition							
1956-Jan.-Mar. ...	73.8	1.4	24.8	100.0	8.9	91.1	100.0
Apr.-June ...	76.5	1.5	22.0	100.0	8.7	91.3	100.0
July-Sept. ..	77.0	1.4	21.6	100.0	8.1	91.9	100.0
Oct.-Dec. ...	76.9	1.3	21.8	100.0	8.2	91.8	100.0
1957-Jan.-Mar. ...	73.0	2.6	24.4	100.0	12.4	87.6	100.0
Apr.-June (p)	75.8	2.4	21.8	100.0	13.2	86.8	100.0

(p) Preliminary

Table 7. - Hardware Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	26.7	1.8	17.2	45.7	3.3	20.4	23.7
Apr.-June ...	43.8	2.6	25.1	71.5	3.6	23.9	27.5
July-Sept. ..	45.1	2.8	27.1	75.0	3.8	25.1	28.9
Oct.-Dec. ...	53.7	2.3	25.9	81.9	4.0	24.0	28.0
TOTAL	169.3	9.5	95.3	274.1			
1957-Jan.-Mar. ...	28.3	2.3	16.4	47.0	5.2	21.3	26.5
Apr.-June (p)	43.9	3.0	26.3	73.2	5.6	25.2	30.8
Percentage Composition							
1956-Jan.-Mar. ...	58.6	3.9	37.5	100.0	14.0	86.0	100.0
Apr.-June ...	61.3	3.6	35.1	100.0	13.2	86.8	100.0
July-Sept. ...	60.2	3.7	36.1	100.0	13.3	86.7	100.0
Oct.-Dec. ...	65.5	2.9	31.6	100.0	14.4	85.6	100.0
1957-Jan.-Mar. ...	60.3	4.8	34.9	100.0	14.8	85.2	100.0
Apr.-June (p)	60.0	4.1	35.9	100.0	18.3	81.7	100.0

Table 8. - Furniture, Appliance and Radio Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	38.5	60.3	24.6	123.4	144.6	22.0	166.6
Apr.-June ...	42.6	71.2	26.2	140.0	145.1	22.9	168.0
July-Sept. ..	44.3	72.6	29.3	146.2	152.4	24.2	176.6
Oct.-Dec. ...	53.8	79.7	33.2	166.7	162.9	26.4	189.3
TOTAL	179.2	283.8	113.3	576.3			
1957-Jan.-Mar. ...	41.7	58.7	25.9	126.3	155.9	22.8	178.7
Apr.-June (p)	42.6	68.1	26.9	137.6	160.0	23.4	183.4
Percentage Composition							
1956-Jan.-Mar. ...	31.2	48.9	19.9	100.0	86.8	13.2	100.0
Apr.-June ...	30.5	50.8	18.7	100.0	86.4	13.6	100.0
July-Sept. ..	30.4	49.6	20.0	100.0	86.3	13.7	100.0
Oct.-Dec. ...	32.3	47.8	19.9	100.0	86.0	14.0	100.0
1957-Jan.-Mar. ...	33.0	46.5	20.5	100.0	87.2	12.8	100.0
Apr.-June (p)	31.0	49.5	19.5	100.0	87.2	12.8	100.0

(p) Preliminary

**Table 9. - Jewellery Stores
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	13.5	4.5	4.1	22.1	11.3	5.5	16.8
Apr.-June ...	16.7	6.0	5.7	28.4	11.0	5.6	16.6
July-Sept. ..	17.3	6.0	4.5	27.8	11.1	5.4	16.5
Oct.-Dec. ...	31.3	11.4	9.8	52.5	15.0	8.8	23.8
TOTAL	78.8	27.9	24.1	130.8			
1957-Jan.-Mar. ...	13.5	4.6	4.0	22.1	12.4	6.0	18.4
Apr.-June (p)	16.7	6.2	5.1	28.0	11.7	5.6	17.3
Percentage Composition							
1956-Jan.-Mar. ...	60.9	20.4	18.7	100.0	67.3	32.7	100.0
Apr.-June ...	59.0	21.0	20.0	100.0	66.4	33.6	100.0
July-Sept. ..	62.3	21.4	16.3	100.0	67.2	32.8	100.0
Oct.-Dec. ...	59.6	21.7	18.7	100.0	63.0	37.0	100.0
1957-Jan.-Mar. ...	61.2	20.8	18.0	100.0	67.3	32.7	100.0
Apr.-June (p)	59.7	22.2	18.1	100.0	67.5	32.5	100.0

Table 10. - Grocery and Combination Stores (Independent)

Sales and Accounts Receivable
(in millions of dollars)

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
1956-Jan.-Mar. ...	272.0	77.0	81.1	23.0	353.1	33.1
Apr.-June ...	296.0	77.1	87.7	22.9	383.7	32.6
July-Sept. ..	299.8	76.3	93.2	23.7	393.0	32.9
Oct.-Dec. ...	316.1	76.8	95.8	23.2	411.9	35.5
TOTAL	1,183.9		357.8		1,541.7	
1957-Jan.-Mar. ...	291.2	76.7	88.4	23.3	379.6	32.5
Apr.-June (p)	308.5	75.7	99.1	24.3	407.6	34.7

(p) Preliminary

**Table 11. - Fuel Dealers
Sales and Accounts Receivable**

11

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	25.2	0.6	79.3	105.1	1.9	41.1	43.0
Apr.-June ...	10.1	0.7	39.0	49.8	2.1	27.8	29.9
July-Sept. ..	11.6	1.3	36.4	49.3	2.3	28.0	30.3
Oct.-Dec. ...	20.5	1.3	70.9	92.7	2.4	40.2	42.6
TOTAL	67.4	3.9	225.6	296.9			
1957-Jan.-Mar. ...	25.2	1.0	89.8	116.0	2.3	42.2	44.5
Apr.-June (p)	11.8	0.6	37.2	49.6	1.7	26.9	28.6
Percentage Composition							
1956-Jan.-Mar. ...	24.0	0.6	75.4	100.0	4.5	95.5	100.0
Apr.-June ...	20.3	1.4	78.3	100.0	7.0	93.0	100.0
July-Sept. ..	23.5	2.7	73.8	100.0	7.7	92.3	100.0
Oct.-Dec. ...	22.2	1.3	76.5	100.0	5.6	94.4	100.0
1957-Jan.-Mar. ...	21.8	0.8	77.4	100.0	5.3	94.7	100.0
Apr.-June (p)	23.9	1.1	75.0	100.0	5.8	94.2	100.0

**Table 12. - General Stores
Sales and Accounts Receivable**
(in millions of dollars)

Period	Sales					Accounts Receivable
	Cash		Credit		Total	
	Amount	%	Amount	%	Amount	
1956-Jan.-Mar. ...	73.1	67.1	35.9	32.9	109.0	25.6
Apr.-June ...	94.4	67.5	45.4	32.5	139.8	27.5
July-Sept. ..	101.2	67.8	47.9	32.2	149.1	27.4
Oct.-Dec. ...	109.2	68.4	50.7	31.6	159.9	26.8
TOTAL	377.9		179.9		557.8	
1957-Jan.-Mar. ...	76.5	67.1	37.5	32.9	114.0	25.9
Apr.-June (p)	99.0	68.0	46.7	32.0	145.7	27.8

(p) Preliminary

**Table 13. - Garages and Filling Stations
Sales and Accounts Receivable**
(in millions of dollars)

Period	Sales					Accounts Receivable
	Cash		Credit		Total	
	Amount	%	Amount	%	Amount	
1956-Jan.-Mar. ...	111.1	68.4	51.4	31.6	162.5	25.7
Apr.-June ...	139.8	71.5	55.7	28.5	195.5	28.2
July-Sept. ...	143.7	70.8	59.4	29.2	203.1	30.2
Oct.-Dec. ...	136.4	69.7	59.2	30.3	195.6	28.9
TOTAL	531.0		225.7		756.7	
1957-Jan.-Mar. ...	122.6	68.8	55.5	31.2	178.1	27.9
Apr.-June (p)	142.5	68.3	66.0	31.7	208.5	28.9

**Table 14. - All Other Trades
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	990.4	36.3	179.0	1,115.7	36.8	155.7	192.5
Apr.-June ...	1,086.2	41.2	274.2	1,401.6	35.5	188.2	223.7
July-Sept. ...	1,109.1	37.3	294.6	1,441.0	37.0	205.6	242.6
Oct.-Dec. ...	1,235.0	30.6	259.4	1,525.0	36.9	178.0	214.9
TOTAL	4,330.7	145.4	1,007.2	5,483.3			
1957-Jan.-Mar. ...	971.2	23.1	191.5	1,185.8	35.4	160.0	195.4
Apr.-June (p)	1,159.1	24.9	282.8	1,466.8	38.5	195.0	233.5
Percentage Composition							
1956-Jan.-Mar. ...	80.7	3.3	16.0	100.0	19.1	80.9	100.0
Apr.-June ...	77.5	2.9	19.6	100.0	15.9	84.1	100.0
July-Sept. ...	77.0	2.6	20.4	100.0	15.3	84.7	100.0
Oct.-Dec. ...	81.0	2.0	17.0	100.0	17.2	82.8	100.0
1957-Jan.-Mar. ...	81.9	1.9	16.2	100.0	18.1	81.9	100.0
Apr.-June (p)	79.0	1.7	19.3	100.0	16.5	83.5	100.0

(p) Preliminary

<u>Specified Trade</u>	<u>Kind of Business by Census Classification</u>
Department Stores	1. Department stores 2. Mail-order offices of department stores
Motor Vehicle Dealers	1. Automobile dealers 2. Automobile dealers with wholesale car departments 3. Automobile dealers with farm implements
Men's Clothing Stores	1. Men's and boys' clothing and furnishings stores 2. Men's and boys' furnishings stores 3. Men's and boys' hat stores 4. Customer tailors
Family Clothing Stores	1. Family clothing and furnishings stores
Women's Clothing Stores	1. Women's ready-to-wear stores 2. Lingerie and hosiery stores 3. Accessories and other apparel stores
Jewellery Stores	1. Jewellery stores
Grocery and Combination Stores.	1. Grocery stores without fresh meat 2. Grocery stores without fresh meat, with beer 3. Combination stores (grocery stores with fresh meat) 4. Combination stores, with beer
Hardware Stores	1. Hardware stores 2. Hardware and farm implement stores
Furniture, Appliance and Radio Stores	1. Furniture stores 2. Furniture and undertaker stores 3. Household appliance stores 4. Radio stores 5. Furniture, radio and appliance stores 6. Radio, piano and music stores
Fuel Dealers	1. Fuel dealers (other than oil) 2. Fuel oil dealers
General Stores	1. General stores (more than one-third food)
Garages and Filling Stations ..	1. Garages 2. Filling stations



RETAIL CREDIT

THIRD QUARTER, 1957

Published by Authority of
The Honourable Gordon Churchill, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
Retail Trade Section

RETAIL CREDIT

A redefinition of the "instalment" and "charge" terms used in the Retail Credit series was approved at the beginning of 1957. Although budgeted charge accounts and revolving credit had, in practice, been included in the "charge" category, these intermediate forms of credit lack the characteristics of the regular charge account and, in fact, closely resemble "instalment" credit (then defined as "credit granted under conditional-sale agreements providing for time-payments and containing a repossession clause"). Regular charge accounts, for example, do not entail a specific finance charge (except on overdue accounts) and are not customarily paid off in a series of regular instalments. It was felt, therefore, that the trend of these deferred payment plans should be transferred to the "instalment" component of sales and receivables. As a result of this change, which affects Department Stores mainly and the Clothing trades, Jewellery Stores, and Furniture, Household Appliance and Radio Stores to a lesser extent, credit components for the revised second quarter of 1957 and the preliminary third quarter of 1957 are not comparable with the 1956 and earlier estimates. However, the comparability of total credit sales and total accounts receivable is not affected.

For Department Stores only, the "instalment" component is now shown sub-divided into "conditional-sale agreements" and "other deferred payment plans," resulting in a four-way breakdown for sales and a three-way breakdown for receivables.

This report contains final revisions to the sales' estimates for 1956 based on completed data covering establishment "births" and "deaths," and preliminary revisions for the first three quarters of 1957 necessitated by changes in the 1956 figures. (No adjustments are made for seasonal fluctuation, price changes and differences in number of shopping days.)

Retailers' sales and receivables both on consumer and commercial accounts are included in the estimates. The non-consumer content is fairly large in trades such as Lumber and Building Material Dealers, Farm Implement Dealers, Feed Stores and Farmers' Supply Stores, all of which are represented in the miscellaneous classification "All Other Trades." Some of the specified trades also contain portions of non-consumer business. For example, builders' hardware is sold by Hardware Stores, commercial vehicles by Motor Vehicle Dealers, etc. In addition, many establishments classified as "retail" sell at wholesale to some extent.

Credit sales amounted to an estimated \$1,312.5 million in the third quarter of 1957, a decrease of 2.4 per cent from a year ago. This decline was reflected among the specified trades by Motor Vehicle Dealers (-6.6 per cent), Hardware Stores (-5.3 per cent) and Men's Clothing Stores (-1.7 per cent) as well as by the omnibus classifications All Other Trades (-2.5 per cent). Cash sales, estimated residually from total sales, amounted to \$2,365.6 million compared with \$2,296.8 million in the corresponding period of last year.

The year-over-year drop in credit sales was not accompanied by a like change in total accounts receivable. Following a net increase of 1.7 per cent since June 30, accounts receivable at September 30 were 3.7 per cent higher than those on the corresponding date a year ago.

Overall decreases compared with the second quarter of the year were recorded in both instalment sales (-10.6 per cent) and charge sales (-1.2 per cent). The decrease in charge sales was reflected in all the specified trades except Furniture, Appliance and Radio Stores (no change), and ranged from 2.5 per cent (Hardware Stores), to 27.2 per cent (Men's Clothing Stores). The decrease in instalment sales was reflected in most of the specified trades in a range between 3.0 per cent and 21.4 per cent; however, gains were registered by Fuel Dealers (+50.0 per cent), Furniture, Appliance and Radio Stores (+8.0 per cent) and Department Stores (+3.6 per cent), while Jewellery Stores showed no change.

The net increase in instalment and charge receivables between June 30 and September 30 amounted to 0.9 per cent and 2.4 per cent respectively.

- Instalment Sales - credit sales made under conditional agreements. The cash down-payments, trade-in allowances and retailers' service charges are included in the value of sales' estimates. Effective the first quarter of 1957, sales made on other deferred payment plans, such as revolving credit and budgeted charge accounts, are also included.
- Charge Account Sales - credit sales other than instalment sales. Effective the first quarter of 1957, deferred payment plans, such as revolving credit and budgeted charge accounts, are excluded.
- Cash Sales - cash and C.O.D. sales excluding cash receipts related to instalment and charge sales (e.g., payments on customers' accounts, cash down payments on credit sales and cash received from the sale of instalment paper).
- Instalment Receivables exclude contingent liabilities on paper sold to finance companies and banks.

C R E D I T S A L E S

5

Percentage Changes

Total All Trades and Selected Trades

Trade	Instalment Sales	Charge Account Sales	Total Credit Sales
	<u>3rd qtr. 1957</u> <u>2nd qtr. 1957</u>	<u>3rd qtr. 1957</u> <u>2nd qtr. 1957</u>	<u>3rd qtr. 1957</u> <u>3rd qtr. 1956</u>
TOTAL, ALL TRADES	- 10.6	- 1.2	- 2.4
Department Stores	+ 3.6	- 9.8	+ 5.3
Motor Vehicle Dealers	- 17.0	- 4.4	- 6.6
Men's Clothing Stores	- 21.4	- 27.2	- 1.7
Family Clothing Stores	- 15.4	- 13.5	+ 1.5
Women's Clothing Stores	- 15.8	- 6.3	+ 15.4
Hardware Stores	- 3.0	- 2.5	- 5.3
Furniture, Appliance and Radio Stores	+ 8.0	0.0	+ 1.0
Jewellery Stores	0.0	- 10.6	+ 1.0
Grocery and Combination (Independent) Stores.	-	- 6.2	- 1.1
Fuel Dealers	+ 50.0	- 4.0	+ 6.3

A C C O U N T S R E C E I V A B L E

Percentage Changes

Total All Trades and Selected Trades

Trade	Instalment Receivables	Charge Account Receivables	Total Receivables
	<u>3rd qtr. 1957</u> <u>2nd qtr. 1957</u>	<u>3rd qtr. 1957</u> <u>2nd qtr. 1957</u>	<u>3rd qtr. 1957</u> <u>3rd qtr. 1956</u>
TOTAL, ALL TRADES	+ 0.9	+ 2.4	+ 3.7
Department Stores	+ 1.0	- 1.7	+ 5.9
Motor Vehicle Dealers	- 5.5	- 2.9	+ 5.8
Men's Clothing Stores	- 6.2	- 10.8	- 3.2
Family Clothing Stores	- 4.5	+ 6.6	+ 1.1
Women's Clothing Stores	0.0	+ 8.0	+ 1.8
Hardware Stores	+ 1.9	+ 0.8	+ 4.8
Furniture, Appliance and Radio Stores	+ 2.6	+ 5.0	+ 7.5
Jewellery Stores	- 4.1	- 3.8	+ 1.8
Grocery and Combination (Independent) Stores.	-	+ 1.2	+ 4.9
Fuel Dealers	+ 9.1	- 2.5	- 6.9

**Table 1. - Total, All Trades
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	1,908.0	361.4	699.4	2,968.8	365.3	490.4	855.7
Apr.-June ...	2,361.8	554.9	852.6	3,769.3	372.6	535.9	908.5
July-Sept. ...	2,296.8	491.9	853.1	3,641.8	383.4	556.8	940.2
Oct.-Dec. ...	2,580.8	446.8	890.0	3,917.6	414.9	566.6	981.5
TOTAL	9,147.4	1,855.0	3,295.1	14,297.5			
1957-Jan.-Mar. ...	2,070.0	407.0	734.4	3,211.4	426.8	484.0	910.8
Apr.-June ...	2,459.7	525.8	852.5	3,838.0	437.0	521.2	958.2
July-Sept.(p)	2,365.6	470.3	842.2	3,678.1	440.9	533.9	974.8
Percentage Composition							
1956-Jan.-Mar. ...	64.4	12.7	22.9	100.0	46.9	53.1	100.0
Apr.-June ...	62.7	14.7	22.6	100.0	41.0	59.0	100.0
July-Sept. ...	63.1	13.5	23.4	100.0	40.8	59.2	100.0
Oct.-Dec. ...	65.9	11.4	22.7	100.0	42.3	57.7	100.0
AVERAGE ..	64.0	13.1	22.9	100.0			
1957-Jan.-Mar. ...	64.5	12.5	23.0	100.0	46.2	53.8	100.0
Apr.-June ...	64.1	13.7	22.2	100.0	45.6	54.4	100.0
July-Sept.(p)	64.3	12.8	22.9	100.0	45.2	54.8	100.0

**Table 2. - Department Stores
Sales and Accounts Receivable**

Period	S a l e s					Accounts Receivable (at end of period)			
	Cash	Instalment		Charge	Total	Instalment		Charge	Total
		C.S.A./1	Other/2			C.S.A./1	Other/2		
	Dollar Estimates (in millions)								
1957-									
Jan.-Mar. ...	158.0	39.5	12.3	39.5	249.3	149.3	27.0	38.2	214.5
Apr.-June ...	195.4	50.5	13.9	51.2	311.0	150.3	28.5	41.9	220.7
July-Sept.(p)	180.4	55.1	11.6	46.2	293.3	153.2	27.4	41.2	221.8
	Percentage Composition								
1957-									
Jan.-Mar. ...	63.4	15.8	5.0	15.8	100.0	69.6	12.6	17.8	100.0
Apr.-June ...	62.8	16.2	4.5	16.5	100.0	68.1	12.9	19.0	100.0
July-Sept.(p)	61.5	18.8	4.0	15.7	100.0	69.1	12.3	18.6	100.0

(p) Preliminary

/1 Conditional-sale agreements

/2 Other deferred payment plans

**Table 3. - Motor Vehicle Dealers
Sales and Accounts Receivable**

7

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	164.1	207.4	133.9	505.4	19.9	67.7	87.6
Apr.-June ...	288.1	366.8	180.6	835.5	24.1	82.4	106.5
July-Sept. ...	203.9	305.4	159.0	668.3	24.0	79.9	103.9
Oct.-Dec. ...	162.7	231.9	137.8	532.4	22.2	74.5	96.7
TOTAL	818.8	1,111.5	611.3	2,541.6			
1957-Jan.-Mar. ...	207.5	250.7	147.3	605.5	24.5	80.5	105.0
Apr.-June ...	276.4	340.9	157.9	775.2	27.2	86.7	113.9
July-Sept.(p)	166.4	282.9	150.9	600.2	25.7	84.2	109.9
Percentage Composition							
1956-Jan.-Mar. ...	32.5	41.0	26.5	100.0	22.7	77.3	100.0
Apr.-June ...	34.5	43.9	21.6	100.0	22.6	77.4	100.0
July-Sept. ...	30.5	45.7	23.8	100.0	23.1	76.9	100.0
Oct.-Dec. ...	30.5	43.6	25.9	100.0	23.0	77.0	100.0
1957-Jan.-Mar. ...	34.3	41.4	24.3	100.0	23.4	76.6	100.0
Apr.-June ...	35.6	44.0	20.4	100.0	23.9	76.1	100.0
July-Sept.(p)	27.7	47.2	25.1	100.0	23.4	76.6	100.0

**Table 4. - Men's Clothing Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	33.7	1.5	11.9	47.1	1.8	11.3	13.1
Apr.-June ...	39.9	1.6	13.2	54.7	1.7	11.6	13.3
July-Sept. ...	37.6	1.4	10.1	49.1	1.5	11.0	12.5
Oct.-Dec. ...	61.6	1.8	15.7	79.1	1.9	14.2	16.1
TOTAL	172.8	6.3	50.9	230.0			
1957-Jan.-Mar. ...	36.2	2.1	10.3	48.6	3.0	9.8	12.8
Apr.-June ...	41.2	2.8	12.5	56.5	3.2	10.2	13.4
July-Sept.(p)	36.7	2.2	9.1	48.0	3.0	9.1	12.1
Percentage Composition							
1956-Jan.-Mar. ...	71.5	3.3	25.2	100.0	13.7	86.3	100.0
Apr.-June ...	72.9	3.0	24.1	100.0	12.8	87.2	100.0
July-Sept. ...	76.8	2.8	20.4	100.0	12.2	87.8	100.0
Oct.-Dec. ...	77.8	2.3	19.9	100.0	11.9	88.1	100.0
1957-Jan.-Mar. ...	74.5	4.2	21.3	100.0	23.7	76.3	100.0
Apr.-June ...	72.9	5.0	22.1	100.0	23.6	76.4	100.0
July-Sept.(p)	76.3	4.6	19.1	100.0	24.8	75.2	100.0

(p) Preliminary

Table 5. - Family Clothing Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	27.4	2.8	8.7	38.9	5.1	11.9	17.0
Apr.-June ...	37.0	4.1	11.1	52.2	6.3	11.9	18.2
July-Sept. ..	35.9	3.7	9.3	48.9	6.1	11.8	17.9
Oct.-Dec. ...	50.3	7.0	17.3	74.6	7.0	14.7	21.7
TOTAL	150.6	17.6	46.4	214.6			
1957-Jan.-Mar. ...	26.9	4.7	7.2	38.8	8.7	9.1	17.8
Apr.-June ...	38.5	6.5	8.9	53.9	8.8	9.1	17.9
July-Sept.(p)	35.4	5.5	7.7	48.6	8.4	9.7	18.1
Percentage Composition							
1956-Jan.-Mar. ...	70.3	7.2	22.5	100.0	30.0	70.0	100.0
Apr.-June ...	70.9	7.9	21.2	100.0	34.6	65.4	100.0
July-Sept. ..	73.2	7.6	19.2	100.0	33.9	66.1	100.0
Oct.-Dec. ...	67.3	9.4	23.3	100.0	32.2	67.8	100.0
1957-Jan.-Mar. ...	69.4	11.9	18.7	100.0	48.9	51.1	100.0
Apr.-June ...	71.4	12.1	16.5	100.0	49.0	51.0	100.0
July-Sept.(p)	72.8	11.4	15.8	100.0	46.6	53.4	100.0

Table 6. - Women's Clothing Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	36.2	0.7	12.1	49.0	1.0	10.0	11.0
Apr.-June ...	48.5	0.9	13.9	63.3	0.9	9.6	10.5
July-Sept. ..	43.4	0.8	12.2	56.4	0.9	10.1	11.0
Oct.-Dec. ...	60.5	1.0	17.1	78.6	1.0	11.8	12.8
TOTAL	188.6	3.4	55.3	247.3			
1957-Jan.-Mar. ...	36.7	1.6	11.9	50.2	1.7	9.2	10.9
Apr.-June ...	50.6	1.9	14.3	66.8	1.7	8.8	10.5
July-Sept.(p)	43.3	1.6	13.4	58.3	1.7	9.5	11.2
Percentage Composition							
1956-Jan.-Mar. ...	73.8	1.4	24.8	100.0	8.9	91.1	100.0
Apr.-June ...	76.5	1.5	22.0	100.0	8.7	91.3	100.0
July-Sept. ..	77.0	1.4	21.6	100.0	8.1	91.9	100.0
Oct.-Dec. ...	76.9	1.3	21.8	100.0	8.2	91.8	100.0
1957-Jan.-Mar. ...	73.0	3.2	23.8	100.0	15.2	84.8	100.0
Apr.-June ...	75.7	2.9	21.4	100.0	16.0	84.0	100.0
July-Sept.(p)	74.2	2.8	23.0	100.0	15.0	85.0	100.0

(p) Preliminary

Table 7. - Hardware Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	28.6	1.9	18.4	48.9	3.3	20.4	23.7
Apr.-June ...	46.5	2.8	26.7	76.0	3.6	23.9	27.5
July-Sept. ..	48.0	3.0	28.8	79.8	3.8	25.1	28.9
Oct.-Dec. ...	56.4	2.4	27.2	86.0	4.0	24.0	28.0
TOTAL	179.5	10.1	101.1	290.7			
1957-Jan.-Mar. ...	30.4	2.5	17.6	50.5	5.2	21.3	26.5
Apr.-June ...	46.9	3.3	27.6	77.8	5.4	24.6	30.0
July-Sept.(p)	50.4	3.2	26.9	80.5	5.5	24.8	30.3
Percentage Composition							
1956-Jan.-Mar. ...	58.6	3.9	37.5	100.0	14.0	86.0	100.0
Apr.-June ...	61.3	3.6	35.1	100.0	13.2	86.8	100.0
July-Sept. ..	60.2	3.7	36.1	100.0	13.3	86.7	100.0
Oct.-Dec. ...	65.5	2.9	31.6	100.0	14.4	85.6	100.0
1957-Jan.-Mar. ...	60.3	4.8	34.9	100.0	14.8	85.2	100.0
Apr.-June ...	60.3	4.2	35.5	100.0	17.9	82.1	100.0
July-Sept.(p)	62.6	4.0	33.4	100.0	18.2	81.8	100.0

Table 8. - Furniture, Appliance and Radio Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	38.8	60.7	24.8	124.3	144.6	22.0	166.6
Apr.-June ...	43.4	72.5	26.7	142.6	145.1	22.9	168.0
July-Sept. ..	44.4	72.7	29.3	146.4	152.4	24.2	176.6
Oct.-Dec. ...	55.2	81.7	34.0	170.9	162.9	26.4	189.3
TOTAL	181.8	287.6	114.8	584.2			
1957-Jan.-Mar. ...	41.9	58.9	26.0	126.8	156.4	22.8	179.2
Apr.-June ...	42.6	68.9	28.6	140.1	160.2	24.2	184.4
July-Sept.(p)	37.7	74.4	28.6	140.7	164.4	25.4	189.8
Percentage Composition							
1956-Jan.-Mar. ...	31.2	48.9	19.9	100.0	86.8	13.2	100.0
Apr.-June ...	30.5	50.8	18.7	100.0	86.4	13.6	100.0
July-Sept. ..	30.4	49.6	20.0	100.0	86.3	13.7	100.0
Oct.-Dec. ...	32.3	47.8	19.9	100.0	86.0	14.0	100.0
1957-Jan.-Mar. ...	33.0	46.5	20.5	100.0	87.2	12.8	100.0
Apr.-June ...	30.4	49.2	20.4	100.0	86.9	13.1	100.0
July-Sept.(p)	26.8	52.9	20.3	100.0	86.6	13.4	100.0

(p) Preliminary

Table 9. - Jewellery Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	13.7	4.6	4.1	22.4	11.3	5.5	16.8
Apr.-June ...	16.5	5.9	5.6	28.0	11.0	5.6	16.6
July-Sept. ..	17.3	6.0	4.5	27.8	11.1	5.4	16.5
Oct.-Dec. ...	31.2	11.3	9.8	52.3	15.0	8.8	23.8
TOTAL	78.7	27.8	24.0	130.5			
1957-Jan.-Mar. ...	13.7	4.8	3.9	22.4	12.8	5.6	18.4
Apr.-June ...	16.5	6.4	4.7	27.6	12.3	5.2	17.5
July-Sept. (p)	16.9	6.4	4.2	27.5	11.8	5.0	16.8
Percentage Composition							
1956-Jan.-Mar. ...	60.9	20.4	18.7	100.0	67.3	32.7	100.0
Apr.-June ...	59.0	21.0	20.0	100.0	66.4	33.6	100.0
July-Sept. ..	62.3	21.4	16.3	100.0	67.2	32.8	100.0
Oct.-Dec. ...	59.6	21.7	18.7	100.0	63.0	37.0	100.0
1957-Jan.-Mar. ...	61.2	21.3	17.5	100.0	69.8	30.2	100.0
Apr.-June ...	59.8	23.3	16.9	100.0	70.2	29.8	100.0
July-Sept.(p)	61.4	23.2	15.4	100.0	70.5	29.5	100.0

Table 10. - Grocery and Combination Stores (Independent)
Sales and Accounts Receivable
(in millions of dollars)

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
1956-Jan. Mar. ...	272.3	77.0	81.2	23.0	353.5	33.1
Apr.-June ...	296.0	77.1	87.7	22.9	383.7	32.6
July-Sept. ..	299.6	76.3	93.2	23.7	392.8	32.9
Oct.-Dec. ...	316.6	76.8	95.9	23.2	412.5	35.5
TOTAL	1,184.5		358.0		1,542.5	
1957-Jan.-Mar. ...	291.4	76.7	88.5	23.3	379.9	32.5
Apr.-June ...	309.3	75.9	98.3	24.1	407.6	34.1
July-Sept.(p)	328.2	78.1	92.2	21.9	420.4	34.5

(p) Preliminary

**Table 11. - Fuel Dealers
Sales and Accounts Receivable**

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Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	27.1	0.6	85.1	112.8	1.9	41.1	43.0
Apr.-June ...	11.3	0.8	43.5	55.6	2.1	27.8	29.9
July-Sept. ..	12.2	1.4	38.2	51.8	2.3	28.0	30.3
Oct.-Dec. ...	20.3	1.3	70.3	91.9	2.4	40.2	42.6
TOTAL	70.9	4.1	237.1	312.1			
1957-Jan.-Mar. ...	27.0	1.7	95.4	124.1	2.6	41.9	44.5
Apr.-June ...	11.9	0.6	42.9	55.4	1.1	27.7	28.8
July-Sept.(p)	7.6	0.9	41.2	49.7	1.2	27.0	28.2
Percentage Composition							
1956-Jan.-Mar. ...	24.0	0.6	75.4	100.0	4.5	95.5	100.0
Apr.-June ...	20.3	1.4	78.3	100.0	7.0	93.0	100.0
July-Sept. ...	23.5	2.7	73.8	100.0	7.7	92.3	100.0
Oct.-Dec. ...	22.2	1.3	76.5	100.0	5.6	94.4	100.0
1957-Jan.-Mar. ...	21.8	1.3	76.9	100.0	5.9	94.1	100.0
Apr.-June ...	21.5	1.1	77.4	100.0	3.8	96.2	100.0
July-Sept.(p)	15.3	1.9	82.8	100.0	4.4	95.6	100.0

**Table 12. - General Stores
Sales and Accounts Receivable**
(in millions of dollars)

Period	Sales					Accounts Receivable
	Cash		Credit		Total	
	Amount	%	Amount	%	Amount	
1956-Jan.-Mar. ...	73.7	67.1	36.2	32.9	109.9	25.6
Apr.-June ...	96.2	67.5	46.2	32.5	142.4	27.5
July-Sept. ..	103.3	67.8	48.9	32.2	152.2	27.4
Oct.-Dec. ...	111.9	68.4	51.9	31.6	163.8	26.8
TOTAL	385.1		183.2		568.3	
1957-Jan.-Mar. ...	77.2	67.1	37.8	32.9	115.0	25.9
Apr.-June ...	102.0	68.7	46.3	31.3	148.3	27.3
July-Sept.(p)	107.1	69.6	46.7	30.4	153.8	28.2

(p) Preliminary

Table 13. - Garages and Filling Stations
Sales and Accounts Receivable
(in millions of dollars)

Period	Sales					Accounts Receivable
	Cash		Credit		Total	
	Amount	%	Amount	%	Amount	
1956-Jan.-Mar. ..	121.6	68.4	56.2	31.6	177.8	25.7
Apr.-June ..	152.2	71.5	60.6	28.5	212.8	28.2
July-Sept. ..	156.4	70.8	64.6	29.2	221.0	30.2
Oct.-Dec. ..	146.4	69.7	63.6	30.3	210.0	28.9
TOTAL ...	576.6		245.0		821.6	
1957-Jan.-Mar. ..	134.0	68.8	60.7	31.2	194.7	27.9
Apr.-June ..	155.7	68.6	71.3	31.4	227.0	29.4
July-Sept.(p)	158.7	68.9	71.6	31.1	230.3	29.5

Table 14. - All Other Trades
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1956-Jan.-Mar. ..	916.7	37.0	182.2	1,135.9	36.8	155.7	192.5
Apr.-June ..	1,104.6	41.9	278.8	1,425.3	35.5	188.2	223.7
July-Sept. ..	1,131.7	38.0	300.6	1,470.3	37.0	205.6	242.6
Oct.-Dec. ..	1,246.9	30.9	261.9	1,539.7	36.9	178.0	214.9
TOTAL ...	4,399.9	147.8	1,023.5	5,571.2			
1957-Jan.-Mar. ..	985.5	22.4	197.5	1,205.4	35.8	159.6	195.4
Apr.-June ..	1,172.7	29.3	288.8	1,490.8	38.0	192.1	230.1
July-Sept.(p)	1,196.8	25.8	304.2	1,526.8	38.3	206.1	244.4
Percentage Composition							
1956-Jan.-Mar. ..	80.7	3.3	16.0	100.0	19.1	80.9	100.0
Apr.-June ..	77.5	2.9	19.6	100.0	15.9	84.1	100.0
July-Sept. ..	77.0	2.6	20.4	100.0	15.3	84.7	100.0
Oct.-Dec. ..	81.0	2.0	17.0	100.0	17.2	82.8	100.0
1957-Jan.-Mar. ..	81.9	2.0	16.1	100.0	18.3	81.7	100.0
Apr.-June ..	78.6	2.0	19.4	100.0	16.5	83.5	100.0
July-Sept.(p)	78.4	1.7	19.9	100.0	15.7	84.3	100.0

(p) Preliminary

<u>Specified Trade</u>	<u>Kind of Business by Census Classification</u>
Department Stores	1. Department stores 2. Mail-order offices of department stores
Motor Vehicle Dealers	1. Automobile dealers 2. Automobile dealers with wholesale car departments 3. Automobile dealers with farm implements
Men's Clothing Stores	1. Men's and boys' clothing and furnishings stores 2. Men's and boys' furnishings stores 3. Men's and boys' hat stores 4. Custom tailors
Family Clothing Stores	1. Family clothing and furnishings stores
Women's Clothing Stores	1. Women's ready-to-wear stores 2. Lingerie and hosiery stores 3. Accessories and other apparel stores
Jewellery Stores	1. Jewellery stores
Grocery and Combination Stores .	1. Grocery stores without fresh meat 2. Grocery stores without fresh meat, with beer 3. Combination stores (grocery stores with fresh meat) 4. Combination stores, with beer
Hardware Stores	1. Hardware stores 2. Hardware and farm implement stores
Furniture, Appliance and Radio Stores	1. Furniture stores 2. Furniture and undertaker stores 3. Household appliance stores 4. Radio stores 5. Furniture, radio and appliance stores 6. Radio, piano and music stores
Fuel Dealers	1. Fuel dealers (other than oil) 2. Fuel oil dealers
General Stores	1. General Stores (more than one-third food)
Garages and Filling Stations ...	1. Garages 2. Filling stations



RETAIL CREDIT
FOURTH QUARTER, 1957

Published by Authority of
The Honourable Gordon Churchill, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
Retail Trade Section

R E T A I L C R E D I T

First quarter gains in both cash and credit sales of retailers were mainly responsible for the boost in the 1957 annual totals to an estimated \$9,435.7 million and \$5,218.6 million respectively, up 3.2 per cent and 1.3 per cent over the 1956 totals.

1957/1956	Percentage Change in Sales	
	Cash	Credit
First quarter	+ 8.4	+ 7.7
Second quarter	+ 3.9	- 1.7
Third quarter	+ 1.7	- 0.3
Fourth quarter	- 0.2	+ 1.0

Retail credit outstanding on December 31, 1957, exceeded the billion-dollar mark for the first time (\$1,023.8 million), the result of a net change of +3.4 per cent since September 30, 1957. The rate of increase in new credits over repayments during the fourth quarter was somewhat slower than a year ago, but customers were \$42.3 million deeper in debt than on December 31, 1956.

Among the specified trades, more than half registered increased credit sales compared with the fourth quarter of 1956 as well as higher accounts receivable on their books at December 31 compared with the corresponding date in 1956.

Except for Motor Vehicle Dealers, all specified trades reported heavier instalment sales in the fourth quarter of 1957 than in the third. However, due to the mathematical weight exerted by Motor Vehicle Dealers, total instalment sales declined 6.2 per cent compared with the third quarter. Among the specified trades, five registered increases of 50 per cent or more in their instalment sales -- Department Stores, the three Clothing Trades, and Jewellery Stores. Instalment receivables showed a net gain of 8.4 per cent since September 30. This would probably have been much higher but for the net change of -12.3 per cent in the instalment receivables on Motor Vehicle Dealers' books since all other trades showed net increases from September 30.

Again, the only specified trade which did not share in the increased charge sales of a seasonably high fourth quarter was Motor Vehicle Dealers, off 9.6 per cent compared with the third quarter of 1957. Very large increases in charge sales over the third quarter were registered by Jewellery Stores and Fuel Dealers. Department Stores showed a gain of 43.2 per cent; and the three Clothing Trades, an average increase of 48.9 per cent. Total charge receivables were 0.6 per cent lower at the year-end than on September 30, due principally to a net decrease of 9.8 per cent in Motor Vehicle Dealers' charge receivables.

A redefinition of the "instalment" and "charge" terms used in the Retail Credit series was approved at the beginning of 1957. Although budgeted charge accounts and revolving credit had, in practice, been included in the "charge" category, these intermediate forms of credit lack the characteristics of the regular charge account and, in fact, closely resemble "instalment" credit (then defined as "credit granted under conditional-sale agreements providing for time-payments and containing a repossession clause"). Regular charge accounts, for example, do not entail a specific finance charge (except on overdue accounts) and are not customarily paid off in a series of regular instalments. It was felt, therefore, that the trend of these deferred payment plans should be transferred to the "instalment" component of sales and receivables. As a result of this change, which affects Department Stores mainly and the Clothing Trades, Jewellery Stores, and Furniture, Household Appliance and Radio Stores to a lesser extent, credit components for the various quarters of 1957 are not precisely comparable with the 1956 and earlier estimates. However, the comparability of total credit sales and total accounts receivable is not affected.

For Department Stores only, the "instalment" component is now shown sub-divided into "conditional-sale agreements" and "other deferred payment plans," resulting in a four-way breakdown for sales and a three-way breakdown for receivables.

This report contains revisions to the sales' estimates for 1956 based on completed data covering establishment "births" and "deaths," and the latest preliminary revisions for the first three quarters of 1957 necessitated by changes in the 1956 figures. (No adjustments are made for seasonal fluctuation, price changes and differences in number of shopping days.)

<u>Instalment Sales</u>	- credit sales made under conditional agreements. The cash down-payments, trade-in allowances and retailers' service charges are included in the value of sales' estimates. Effective the first quarter of 1957, sales made on other deferred payment plans, such as revolving credit and budgeted charge accounts, are also included.
<u>Charge Account Sales</u>	- credit sales other than instalment sales. Effective the first quarter of 1957, deferred payment plans, such as revolving credit and budgeted charge accounts, are excluded.
<u>Cash Sales</u>	- cash and C.O.D. sales excluding cash receipts related to instalment and charge sales (e.g., payments on customers' accounts, cash down payments on credit sales and cash received from the sale of instalment paper).
<u>Instalment Receivables</u>	exclude contingent liabilities on paper sold to finance companies and banks.

C R E D I T S A L E SPercentage ChangesTotal All Trades and Selected Trades

Trade	Instalment Sales	Charge Account Sales	Total Credit Sales
	<u>4th qtr. 1957</u> 3rd qtr. 1957	<u>4th qtr. 1957</u> 3rd qtr. 1957	<u>4th qtr. 1957</u> 4th qtr. 1956
TOTAL, ALL TRADES	- 6.2	+ 4.4	+ 1.0
Department Stores	+ 49.8	+ 43.2	+ 3.7
Motor Vehicle Dealers	- 26.3	- 9.6	- 5.6
Men's Clothing Stores	+ 59.1	+ 69.5	+ 12.0
Family Clothing Stores	+ 64.2	+ 48.4	- 8.6
Women's Clothing Stores	+ 50.0	+ 28.8	+ 7.2
Hardware Stores	+ 9.7	0.0	+ 1.4
Furniture, Appliance and Radio Stores	+ 5.0	+ 13.5	- 4.8
Jewellery Stores	+ 76.6	+107.0	- 4.3
Grocery and Combination (Independent Stores).	-	+ 7.4	+ 4.9
Fuel Dealers	+ 40.0	+100.7	+ 16.6

A C C O U N T S R E C E I V A B L EPercentage ChangesTotal All Trades and Selected Trades

Trade	Instalment Receivables	Charge Account Receivables	Total Receivables
	<u>4th qtr. 1957</u> 3rd qtr. 1957	<u>4th qtr. 1957</u> 3rd qtr. 1957	<u>4th qtr. 1957</u> 4th qtr. 1956
TOTAL, ALL TRADES	+ 8.4	- 0.6	+ 4.3
Department Stores	+ 14.8	+ 31.6	+ 7.1
Motor Vehicle Dealers	- 12.3	- 9.8	+ 2.8
Men's Clothing Stores	+ 20.0	+ 26.4	- 6.2
Family Clothing Stores	+ 20.2	+ 15.6	- 2.3
Women's Clothing Stores	+ 23.5	+ 12.6	0.0
Hardware Stores	+ 1.8	- 6.8	+ 3.2
Furniture, Appliance and Radio Stores	+ 3.8	+ 4.8	+ 3.8
Jewellery Stores	+ 32.8	+ 56.0	- 0.8
Grocery and Combination (Independent) Stores.	-	+ 8.3	+ 3.4
Fuel Dealers	+ 15.4	+ 49.3	- 2.6

Table 1.- Total, All Trades
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	1,908.0	361.4	699.4	2,968.8	365.3	490.4	855.7
Apr.-June ...	2,361.8	554.9	852.6	3,769.3	372.6	535.9	908.5
July-Sept. ...	2,296.8	491.9	853.1	3,641.8	383.4	556.8	940.2
Oct.-Dec. ...	2,580.8	446.8	890.0	3,917.6	414.9	566.6	981.5
TOTAL	9,147.4	1,855.0	3,295.1	14,297.5			
1957-Jan.-Mar. (r)	2,069.1	407.1	735.2	3,211.4	426.0	484.0	910.0
Apr.-June (r)	2,453.8	525.9	858.3	3,838.0	436.1	523.5	959.6
July-Sept. (r)	2,336.6	475.6	865.9	3,678.1	443.6	546.5	990.1
Oct-Dec. (p)	2,576.2	446.3	904.3	3,926.8	480.8	543.0	1,023.8
TOTAL	9,435.7	1,854.9	3,363.7	14,654.3			
Percentage Composition							
1956-Jan.-Mar. ...	64.4	12.7	22.9	100.0	46.9	53.1	100.0
Apr.-June ...	62.7	14.7	22.6	100.0	41.0	59.0	100.0
July-Sept. ...	63.1	13.5	23.4	100.0	40.8	59.2	100.0
Oct.-Dec. ...	65.9	11.4	22.7	100.0	42.3	57.7	100.0
AVERAGE ..	64.0	13.1	22.9	100.0			
1957-Jan.-Mar. (r)	64.4	12.7	22.9	100.0	46.8	53.2	100.0
Apr.-June (r)	63.9	13.7	22.4	100.0	45.4	54.6	100.0
July-Sept. (r)	63.5	12.9	23.6	100.0	44.8	55.2	100.0
Oct.-Dec. (p)	65.6	11.4	23.0	100.0	47.0	53.0	100.0
AVERAGE ..	64.3	12.7	23.0	100.0			

Table 2. - Department Stores
Sales and Accounts Receivable

Period	S a l e s					Accounts Receivable (at end of period)			
	Cash	Instalment		Charge	Total	Instalment		Charge	Total
		C.S.A. ^{1/}	Other ^{2/}			C.S.A. ^{1/}	Other ^{2/}		
	Dollar Estimates (in millions)								
1957-									
Jan.-Mar. ..	158.0	39.5	12.3	39.5	249.3	149.3	27.0	38.2	214.5
Apr.-June ..	195.4	50.5	13.9	51.2	311.0	150.3	28.5	41.9	220.7
July-Sept.(r)	180.8	53.4	11.6	47.5	293.3	153.3	27.5	41.2	222.0
Oct.-Dec. (p)	269.6	76.9	20.5	68.0	435.0	173.0	34.6	54.2	261.8
TOTAL ...	803.8	220.3	58.3	206.2	1,288.6				
	Percentage Composition								
1957									
Jan.-Mar. ..	63.4	15.8	5.0	15.8	100.0	69.6	12.6	17.8	100.0
Apr.-June ..	62.8	16.2	4.5	16.5	100.0	68.1	12.9	19.0	100.0
July-Sept.(r)	61.6	18.2	4.0	16.2	100.0	69.0	12.4	18.6	100.0
Oct.-Dec. (p)	62.0	17.7	4.7	15.6	100.0	66.1	13.2	20.7	100.0

(r) Revised

(p) Preliminary

^{1/} Conditional-sale agreements^{2/} Other deferred payment plans

**Table 3. - Motor Vehicle Dealers
Sales and Accounts Receivable**

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Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	164.1	207.4	133.9	505.4	19.9	67.7	87.6
Apr.-June ...	288.1	366.8	180.6	835.5	24.1	82.4	106.5
July-Sept. ..	203.9	305.4	159.0	668.3	24.0	79.9	103.9
Oct.-Dec. ...	162.7	231.9	137.8	532.4	22.2	74.5	96.7
TOTAL	818.8	1,111.5	611.3	2,541.6			
1957-Jan.-Mar. ...	207.5	250.7	147.3	605.5	24.5	80.5	105.0
Apr.-June ...	276.4	340.9	157.9	775.2	27.2	86.7	113.9
July-Sept. (r)	160.7	289.4	150.1	600.2	26.8	84.1	110.9
Oct.-Dec. (p)	136.2	213.2	135.7	485.1	23.5	75.9	99.4
TOTAL	780.8	1,094.2	591.0	2,466.0			
Percentage Composition							
1956-Jan.-Mar. ...	32.5	41.0	26.5	100.0	22.7	77.3	100.0
Apr.-June ...	34.5	43.9	21.6	100.0	22.6	77.4	100.0
July-Sept. ..	30.5	45.7	23.8	100.0	23.1	76.9	100.0
Oct.-Dec. ...	30.5	43.6	25.9	100.0	23.0	77.0	100.0
1957-Jan.-Mar. ...	34.3	41.4	24.3	100.0	23.4	76.6	100.0
Apr.-June ...	35.6	44.0	20.4	100.0	23.9	76.1	100.0
July-Sept. (r)	26.8	48.2	25.0	100.0	24.1	75.9	100.0
Oct.-Dec. (p)	28.1	43.9	28.0	100.0	23.7	76.3	100.0

**Table 4. - Men's Clothing Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	33.7	1.5	11.9	47.1	1.8	11.3	13.1
Apr.-June ...	39.9	1.6	13.2	54.7	1.7	11.6	13.3
July-Sept. ..	37.6	1.4	10.1	49.1	1.5	11.0	12.5
Oct.-Dec. ...	61.6	1.8	15.7	79.1	1.9	14.2	16.1
TOTAL	172.8	6.3	50.9	230.0			
1957-Jan.-Mar. ...	36.2	2.1	10.3	48.6	3.0	9.8	12.8
Apr.-June ...	41.2	2.8	12.5	56.5	3.2	10.2	13.4
July-Sept. (r)	36.3	2.2	9.5	48.0	3.0	9.1	12.1
Oct.-Dec. (p)	55.4	3.5	16.1	75.0	3.6	11.5	15.1
TOTAL	169.1	10.6	48.4	228.1			
Percentage Composition							
1956-Jan.-Mar. ...	71.5	3.3	25.2	100.0	13.7	86.3	100.0
Apr.-June ...	72.9	3.0	24.1	100.0	12.8	87.2	100.0
July-Sept. ..	76.8	2.8	20.4	100.0	12.2	87.8	100.0
Oct.-Dec. ...	77.8	2.3	19.9	100.0	11.9	88.1	100.0
1957-Jan.-Mar. ...	74.5	4.2	21.3	100.0	23.7	76.3	100.0
Apr.-June ...	72.9	5.0	22.1	100.0	23.6	76.4	100.0
July-Sept. (r)	75.6	4.6	19.8	100.0	24.5	75.5	100.0
Oct.-Dec. (p)	73.8	4.7	21.5	100.0	24.0	76.0	100.0

(r) Revised

(p) Preliminary

**Table 5. - Family Clothing Stores
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	27.4	2.8	8.7	38.9	5.1	11.9	17.0
Apr.-June ...	37.0	4.1	11.1	52.2	6.3	11.9	18.2
July-Sept. ..	35.9	3.7	9.3	48.9	6.1	11.8	17.9
Oct.-Dec. ...	50.3	7.0	17.3	74.6	7.0	14.7	21.7
TOTAL	150.6	17.6	46.4	214.6			
1957-Jan.-Mar. (r)	26.0	4.8	8.0	38.8	8.7	9.1	17.8
Apr.-June (r)	37.3	6.6	10.0	53.9	8.7	9.2	17.9
July-Sept. (r)	34.2	5.3	9.1	48.6	8.4	9.6	18.0
Oct.-Dec. (p)	50.8	8.7	13.5	73.0	10.1	11.1	21.2
TOTAL	148.3	25.4	40.6	214.3			
Percentage Composition							
1956-Jan.-Mar. ...	70.3	7.2	22.5	100.0	30.0	70.0	100.0
Apr.-June ...	70.9	7.9	21.2	100.0	34.6	65.4	100.0
July-Sept. ..	73.2	7.6	19.2	100.0	33.9	66.1	100.0
Oct.-Dec. ...	67.3	9.4	23.3	100.0	32.2	67.8	100.0
1957-Jan.-Mar. (r)	67.0	12.4	20.6	100.0	48.9	51.1	100.0
Apr.-June (r)	69.2	12.2	18.6	100.0	48.6	51.4	100.0
July-Sept. (r)	70.4	11.0	18.6	100.0	46.7	53.3	100.0
Oct.-Dec. (p)	69.6	11.9	18.5	100.0	47.5	52.5	100.0

**Table 6. - Women's Clothing Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	36.2	0.7	12.1	49.0	1.0	10.0	11.0
Apr.-June ...	48.5	0.9	13.9	63.3	0.9	9.6	10.5
July-Sept. ..	43.4	0.8	12.2	56.4	0.9	10.1	11.0
Oct.-Dec. ...	60.5	1.0	17.1	78.6	1.0	11.8	12.8
TOTAL	188.6	3.4	55.3	247.3			
1957-Jan.-Mar. ...	36.7	1.6	11.9	50.2	1.7	9.2	10.9
Apr.-June ...	50.6	1.9	14.3	66.8	1.7	8.8	10.5
July-Sept. (r)	43.5	1.6	13.2	58.3	1.7	9.5	11.2
Oct.-Dec. (p)	59.9	2.4	17.0	79.3	2.1	10.7	12.8
TOTAL	190.7	7.5	56.4	254.6			
Percentage Composition							
1956-Jan.-Mar. ...	73.8	1.4	24.8	100.0	8.9	91.1	100.0
Apr.-June ...	76.5	1.5	22.0	100.0	8.7	91.3	100.0
July-Sept. ..	77.0	1.4	21.6	100.0	8.1	91.9	100.0
Oct.-Dec. ...	76.9	1.3	21.8	100.0	8.2	91.8	100.0
1957-Jan.-Mar. ...	73.0	3.2	23.8	100.0	15.2	84.8	100.0
Apr.-June ...	75.7	2.9	21.4	100.0	16.0	84.0	100.0
July-Sept. (r)	74.6	2.8	22.6	100.0	14.9	85.1	100.0
Oct.-Dec. (p)	75.6	3.0	21.4	100.0	16.3	83.7	100.0

(r) Revised

(p) Preliminary

Table 7. - Hardware Stores
Sales and Accounts Receivable

9

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	28.6	1.9	18.4	48.9	3.3	20.4	23.7
Apr.-June ...	46.5	2.8	26.7	76.0	3.6	23.9	27.5
July-Sept. ..	48.0	3.0	28.8	79.8	3.8	25.1	28.9
Oct.-Dec. ...	56.4	2.4	27.2	86.0	4.0	24.0	28.0
TOTAL	179.5	10.1	101.1	290.7			
1957-Jan.-Mar. ...	30.4	2.5	17.6	50.5	5.2	21.3	26.5
Apr.-June ...	46.9	3.3	27.6	77.8	5.4	24.6	30.0
July-Sept.(r)	50.8	3.1	26.6	80.5	5.6	24.9	30.5
Oct.-Dec. (p)	55.9	3.4	26.6	85.9	5.7	23.2	28.9
TOTAL	184.0	12.3	98.4	294.7			
Percentage Composition							
1956-Jan.-Mar. ...	58.6	3.9	37.5	100.0	14.0	86.0	100.0
Apr.-June ...	61.3	3.6	35.1	100.0	13.2	86.8	100.0
July-Sept. ..	60.2	3.7	36.1	100.0	13.3	86.7	100.0
Oct.-Dec. ...	65.5	2.9	31.6	100.0	14.4	85.6	100.0
1957-Jan.-Mar. ...	60.3	4.8	34.9	100.0	14.8	85.2	100.0
Apr.-June ...	60.3	4.2	35.5	100.0	17.9	82.1	100.0
July-Sept.(r)	63.1	3.9	33.0	100.0	18.4	81.6	100.0
Oct.-Dec. (p)	65.1	4.0	30.9	100.0	19.8	80.2	100.0

Table 8. - Furniture, Appliance and Radio Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	38.8	60.7	24.8	124.3	144.6	22.0	166.6
Apr.-June ...	43.4	72.5	26.7	142.6	145.1	22.9	168.0
July-Sept. ..	44.4	72.7	29.3	146.4	152.4	24.2	176.6
Oct.-Dec. ...	55.2	81.7	34.0	170.9	162.9	26.4	189.3
TOTAL	181.8	287.6	114.8	584.2			
1957-Jan.-Mar. (r)	41.9	58.9	26.0	126.8	155.6	22.8	178.4
Apr.-June (r)	42.6	68.9	28.6	140.1	159.4	24.2	183.6
July-Sept.(r)	38.2	73.7	28.8	140.7	163.9	25.0	188.9
Oct.-Dec. (p)	50.7	77.4	32.7	160.8	170.2	26.2	196.4
TOTAL	173.4	278.9	116.1	568.4			
Percentage Composition							
1956-Jan.-Mar. ...	31.2	48.9	19.9	100.0	86.8	13.2	100.0
Apr.-June ...	30.5	50.8	18.7	100.0	86.4	13.6	100.0
July-Sept. ..	30.4	49.6	20.0	100.0	86.3	13.7	100.0
Oct.-Dec. ...	32.3	47.8	19.9	100.0	86.0	14.0	100.0
1957-Jan.-Mar. ...	33.0	46.5	20.5	100.0	87.2	12.8	100.0
Apr.-June (r)	30.4	49.2	20.4	100.0	86.8	13.2	100.0
July-Sept.(r)	27.1	52.4	20.5	100.0	86.8	13.2	100.0
Oct.-Dec. (p)	31.6	48.1	20.3	100.0	86.7	13.3	100.0

(r) Revised

(p) Preliminary

**Table 9. - Jewellery Stores
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1956-Jan.-Mar.	13.7	4.6	4.1	22.4	11.3	5.5	16.8
Apr.-June	16.5	5.9	5.6	28.0	11.0	5.6	16.6
July-Sept. ..	17.3	6.0	4.5	27.8	11.1	5.4	16.5
Oct.-Dec.	31.2	11.3	9.8	52.3	15.0	8.8	23.8
TOTAL	78.7	27.8	24.0	130.5			
1957-Jan.-Mar.	13.7	4.8	3.9	22.4	12.8	5.6	18.4
Apr.-June	16.5	6.4	4.7	27.6	12.3	5.2	17.5
July-Sept.(r)	16.8	6.4	4.3	27.5	11.9	5.0	16.9
Oct.-Dec. (p)	29.9	11.3	8.9	50.1	15.8	7.8	23.6
TOTAL	76.9	28.9	21.8	127.6			
Percentage Composition							
1956-Jan.-Mar.	60.9	20.4	18.7	100.0	67.3	32.7	100.0
Apr.-June	59.0	21.0	20.0	100.0	66.4	33.6	100.0
July-Sept. ..	62.3	21.4	16.3	100.0	67.2	32.8	100.0
Oct.-Dec.	59.6	21.7	18.7	100.0	63.0	37.0	100.0
1957-Jan.-Mar.	61.2	21.3	17.5	100.0	69.8	30.2	100.0
Apr.-June	59.8	23.3	16.9	100.0	70.2	29.8	100.0
July-Sept.(r)	61.0	23.5	15.5	100.0	70.6	29.4	100.0
Oct.-Dec. (p)	59.6	22.6	17.8	100.0	67.1	32.9	100.0

Table 10. - Grocery and Combination Stores (Independent)

Sales and Accounts Receivable
(in millions of dollars)

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
1956-Jan.-Mar.	272.3	77.0	81.2	23.0	353.5	33.1
Apr.-June	296.0	77.1	87.7	22.9	383.7	32.6
July-Sept. ..	299.6	76.3	93.2	23.7	392.8	32.9
Oct.-Dec.	316.6	76.8	95.9	23.2	412.5	35.5
TOTAL	1,184.5		358.0		1,542.5	
1957-Jan.-Mar.	291.4	76.7	88.5	23.3	379.9	32.5
Apr.-June	309.3	75.9	98.3	24.1	407.6	34.1
July-Sept.(r)	326.7	77.7	93.7	22.3	420.4	33.9
Oct.-Dec. (p)	333.0	76.8	100.6	23.2	433.6	36.7
TOTAL	1,260.4		381.1		1,641.5	

(r) Revised

(p) Preliminary

Table 11. - Fuel Dealers
Sales and Accounts Receivable

11

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	27.1	0.6	85.1	112.8	1.9	41.1	43.0
Apr.-June ...	11.3	0.8	43.5	55.6	2.1	27.8	29.9
July-Sept. ..	12.2	1.4	38.2	51.8	2.3	28.0	30.3
Oct.-Dec. ...	20.3	1.3	70.3	91.9	2.4	40.2	42.6
TOTAL	70.9	4.1	237.1	312.1			
1957-Jan.-Mar. ...	27.0	1.7	95.4	124.1	2.6	41.9	44.5
Apr.-June ...	11.9	0.6	42.9	55.4	1.1	27.7	28.8
July-Sept.(r)	7.8	1.0	40.9	49.7	1.3	26.8	28.1
Oct.-Dec. (p)	9.9	1.4	82.1	93.4	1.5	40.0	41.5
TOTAL	56.6	4.7	261.3	322.6			
Percentage Composition							
1956-Jan.-Mar. ...	24.0	0.6	75.4	100.0	4.5	95.5	100.0
Apr.-June ...	20.3	1.4	78.3	100.0	7.0	93.0	100.0
July-Sept. ..	23.5	2.7	73.8	100.0	7.7	92.3	100.0
Oct.-Dec. ...	22.2	1.3	76.5	100.0	5.6	94.4	100.0
1957-Jan.-Mar. ...	21.8	1.3	76.9	100.0	5.9	94.1	100.0
Apr.-June ...	21.5	1.1	77.4	100.0	3.8	96.2	100.0
July-Sept.(r)	15.7	2.1	82.2	100.0	4.6	95.4	100.0
Oct.-Dec. (p)	10.6	1.5	87.9	100.0	3.6	96.4	100.0

Table 12. - General Stores
Sales and Accounts Receivable
(in millions of dollars)

Period	Sales					Accounts Receivable
	Cash		Credit		Total	
	Amount	%	Amount	%	Amount	
1956-Jan.-Mar. ...	73.7	67.1	36.2	32.9	109.9	25.6
Apr.-June ...	96.2	67.5	46.2	32.5	142.4	27.5
July-Sept. ..	103.3	67.8	48.9	32.2	152.2	27.4
Oct.-Dec. ...	111.9	68.4	51.9	31.6	163.8	26.8
TOTAL	385.1		183.2		568.3	
1957-Jan.-Mar. ...	77.2	67.1	37.8	32.9	115.0	25.9
Apr.-June ...	102.0	68.7	46.3	31.3	148.3	27.3
July-Sept.(r)	106.4	69.2	47.4	30.8	153.8	28.1
Oct.-Dec. (p)	117.5	72.3	45.0	27.7	162.5	26.8
TOTAL	403.1		176.5		579.6	

(r) Revised

(p) Preliminary

Table 13. - Garages and Filling Stations
Sales and Accounts Receivable
(in millions of dollars)

Period	Sales					Accounts Receivable
	Cash		Credit		Total	
	Amount	%	Amount	%	Amount	
1956-Jan.-Mar. ...	121.6	68.4	56.2	31.6	177.8	25.7
Apr.-June ...	152.2	71.5	60.6	28.5	212.8	28.2
July-Sept. ..	156.4	70.8	64.6	29.2	221.0	30.2
Oct.-Dec. ...	146.4	69.7	63.6	30.3	210.0	28.9
TOTAL	576.6		245.0		821.6	
1957-Jan.-Mar. ...	134.0	68.8	60.7	31.2	194.7	27.9
Apr.-June ...	155.7	68.6	71.3	31.4	227.0	29.4
July-Sept.(r)	157.5	68.4	72.8	31.6	230.3	31.0
Oct.-Dec. (p)	145.7	67.9	68.9	32.1	214.6	29.1
TOTAL	582.9		273.7		866.6	

Table 14. - All Other Trades
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1956-Jan.-Mar. ...	916.7	37.0	182.2	1,135.9	36.8	155.7	192.5
Apr.-June ...	1,104.6	41.9	278.8	1,425.3	35.5	188.2	223.7
July-Sept. ..	1,131.7	38.0	300.6	1,470.3	37.0	205.6	242.6
Oct.-Dec. ...	1,246.9	30.9	261.9	1,539.7	36.9	178.0	214.9
TOTAL	4,399.9	147.8	1,023.5	5,571.2			
1957-Jan.-Mar. ...	985.5	22.4	197.5	1,205.4	35.8	159.6	195.4
Apr.-June (r)	1,168.0	29.3	293.5	1,490.8	38.0	194.3	232.3
July-Sept.(r)	1,176.9	27.1	322.8	1,526.8	39.9	218.6	258.5
Oct.-Dec. (p)	1,261.6	26.8	290.0	1,578.4	40.5	190.0	230.5
TOTAL	4,592.0	105.6	1,103.8	5,801.4			
Percentage Composition							
1956-Jan.-Mar. ...	80.7	3.3	16.0	100.0	19.1	80.9	100.0
Apr.-June ...	77.5	2.9	19.6	100.0	15.9	84.1	100.0
July-Sept. ..	77.0	2.6	20.4	100.0	15.3	84.7	100.0
Oct.-Dec. ...	81.0	2.0	17.0	100.0	17.2	82.8	100.0
1957-Jan.-Mar. ...	81.9	2.0	16.1	100.0	18.3	81.7	100.0
Apr.-June (r)	78.3	2.0	19.7	100.0	16.4	83.6	100.0
July-Sept.(r)	77.1	1.8	21.1	100.0	15.4	84.6	100.0
Oct.-Dec. (p)	79.9	1.7	18.4	100.0	17.6	82.4	100.0

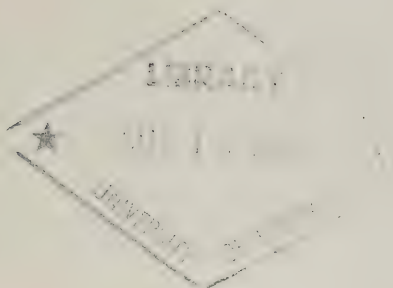
(r) Revised

(p) Preliminary

<u>Specified Trade</u>	<u>Kind of Business by Census Classification</u>
Department Stores	1. Department stores 2. Mail-order offices of department stores
Motor Vehicle Dealers	1. Automobile dealers 2. Automobile dealers with wholesale car departments 3. Automobile dealers with farm implements
Men's Clothing Stores	1. Men's and boys' clothing and furnishings stores 2. Men's and boys' furnishings stores 3. Men's and boys' hat stores 4. Custom tailors
Family Clothing Stores	1. Family clothing and furnishings stores
Women's Clothing Stores	1. Women's ready-to-wear stores 2. Lingerie and hosiery stores 3. Accessories and other apparel stores.
Jewellery Stores	1. Jewellery stores
Grocery and Combination Stores .	1. Grocery stores without fresh meat 2. Grocery stores without fresh meat, with beer 3. Combination stores (grocery stores with fresh meat) 4. Combination stores, with beer
Hardware Stores	1. Hardware stores 2. Hardware and farm implement stores
Furniture, Appliance and Radio Stores	1. Furniture stores 2. Furniture and undertaker stores 3. Household appliance stores 4. Radio stores 5. Furniture, radio and appliance stores 6. Radio, piano and music stores
Fuel Dealers	1. Fuel dealers (other than oil) 2. Fuel oil dealers
General Stores	1. General stores (more than one-third food)
Garages and Filling Stations ...	1. Garages 2. Filling stations

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Canada. Statistics, Bureau of



RETAIL CREDIT

FIRST QUARTER, 1958 — 4th quarter 1958

Published by Authority of

The Honourable Gordon Churchill, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

Retail Trade Section

RETAIL CREDIT

First quarter sales by Canadian retail establishments amounted this year to an estimated \$3,302.3 million, an increase of 2.8 per cent over the first quarter of 1957. Components responsible for the over-all increase were cash and regular charge sales, up 5.0 per cent and 2.0 per cent, respectively. Sales on deferred payment plans took a 6.9 per cent drop due mainly to reduced instalment sales by Motor Vehicle Dealers and certain trades included in the miscellaneous "All Other Trades" classification (e.g., Used Car Dealers, Farm Implement Dealers, Accessories, Tire and Battery Shops).

Retail credit outstanding at March 31, 1958, amounted to an estimated \$931.8 million following a net decrease since December 31, 1957, at a slightly greater rate of decline than occurred over corresponding year-ago dates. However, customers were 2.3 per cent heavier in debt on March 31, 1958, than at the end of the first quarter of 1957.

The decline in first quarter sales from the seasonally-active preceding quarter amounted this year to roughly 16 per cent for both components of credit sales. Among the specified trades the following reported the largest decreases for both instalment and charge sales: Jewellery Stores, -55.9 and -56.5 per cent, respectively; Family Clothing Stores, -47.3 and -38.1 per cent; Department Stores, -43.7 and -34.7 per cent; and Men's Clothing Stores, -35.7 and -34.0 per cent.

The over-all net decrease in accounts receivable between December 31, 1957, and March 31, 1958, amounted to 6.6 per cent for instalment receivables and 9.7 per cent for charge receivables. The only specified trade to show any increase in either instalment or charge receivables was Fuel Dealers.

A redefinition of the "instalment" and "charge" terms used in the Retail Credit series was approved at the beginning of 1957. As a result of this change, which affects Department Stores mainly and the Clothing Trades, Jewellery Stores, and Furniture, Household Appliance and Radio Stores to a lesser extent, credit components for the various quarters of 1957 are not precisely comparable with the 1956 and earlier estimates. However, the comparability of total credit sales and total accounts receivable is not affected.

This report contains some further revisions to the 1957 sales' estimates. They are not adjusted, however, for seasonal fluctuation, price changes and differences in number of shopping days.

Instalment Sales - credit sales made under conditional agreements. The cash down-payments, trade-in allowances and retailers' service charges are included in the value of sales' estimates. Effective the first quarter of 1957, sales made on other deferred payment plans, such as revolving credit and budgeted charge accounts, are also included.

Charge Account Sales - credit sales other than instalment sales. Effective the first quarter of 1957, deferred payment plans, such as revolving credit and budgeted charge accounts, are excluded.

Cash Sales - cash and C.O.D. sales excluding cash receipts related to instalment and charge sales (e.g., payments on customers' accounts, cash down payments on credit sales and cash received from the sale of instalment paper).

Instalment Receivables exclude contingent liabilities on paper sold to finance companies and banks.

Kinds of Business by Census Classification
included in the Specified Trades

Department Stores - 1. department stores; 2. mail-order offices of department stores.

Motor Vehicle Dealers - 1. automobile dealers; 2. automobile dealers with wholesale car departments; 3. automobile dealers with farm implements.

Men's Clothing Stores - 1. men's and boys' clothing and furnishings stores; 2. men's and boys' furnishing stores; 3. men's and boys' hat stores; 4. custom tailors.

Family Clothing Stores - 1. family clothing and furnishings stores.

Women's Clothing Stores - 1. women's ready-to-wear stores; 2. lingerie and hosiery stores; 3. accessories and other apparel stores.

Jewellery Stores - 1. jewellery stores

Grocery and Combination Stores - 1. grocery stores without fresh meat; 2. grocery stores without fresh meat, with beer; 3. combination stores (grocery stores with fresh meat); 4. combination stores, with beer.

Hardware Stores - 1. hardware stores; 2. hardware and farm implement stores.

Furniture, Appliance and Radio Stores - 1. furniture stores; 2. furniture and undertaker stores; 3. household appliance stores; 4. radio stores; 5. furniture, radio and appliance stores; 6. radio, piano and music stores.

Fuel Dealers - 1. fuel dealers (other than oil); 2. fuel oil dealers.

General Stores - 1. general stores (more than one-third food).

Garages and Filling Stations - 1. garages; 2. filling stations.

C R E D I T S A L E SPercentage ChangesTotal All Trades and Selected Trades

Trade	Instalment Sales	Charge Account Sales	Total Credit Sales
	<u>1st qtr. 1958</u> 4th qtr. 1957	<u>1st qtr. 1958</u> 4th qtr. 1957	<u>1st qtr. 1958</u> 1st qtr. 1957
TOTAL, ALL TRADES	-15.7	-15.6	- 1.1
Department Stores	-43.7	-34.7	+ 8.7
Motor Vehicle Dealers	+ 4.8	- 0.5	-10.6
Men's Clothing Stores	-35.7	-34.0	+ 1.6
Family Clothing Stores	-47.3	-38.1	+ 3.1
Women's Clothing Stores	-33.3	-25.2	+ 3.7
Hardware Stores	-22.9	-33.0	+ 3.5
Furniture, Appliance and Radio Stores	-21.3	-23.0	+ 1.8
Jewellery Stores	-55.9	-56.5	- 1.1
Grocery and Combination (Independent) Stores.	n/a	-13.0	- 1.7
Fuel Dealers	-16.7	+19.5	+ 3.3

A C C O U N T S R E C E I V A B L EPercentage ChangesTotal All Trades and Selected Trades

Trade	Instalment Receivables	Charge Account Receivables	Total Receivables
	<u>1st qtr. 1958</u> 4th qtr. 1957	<u>1st qtr. 1958</u> 4th qtr. 1957	<u>1st qtr. 1958</u> 1st qtr. 1957
TOTAL, ALL TRADES	- 6.6	- 9.7	+ 2.3
Department Stores	- 7.5	-27.7	+ 7.8
Motor Vehicle Dealers	- 2.6	- 0.3	- 6.3
Men's Clothing Stores	-13.0	-12.3	+ 3.9
Family Clothing Stores	-13.4	-14.6	+ 0.6
Women's Clothing Stores	-19.4	-11.2	+ 2.8
Hardware Stores	- 5.2	-14.9	- 1.9
Furniture, Appliance and Radio Stores	- 5.0	- 8.8	+ 4.1
Jewellery Stores	-16.5	-33.8	- 1.6
Grocery and Combination (Independent) Stores.	n/a	-11.9	- 4.0
Fuel Dealers	- 6.7	+ 9.2	+ 1.8

**Table 1 - Total, All Trades
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1957-Jan.-Mar. (r)	2,065.6	404.0	741.8	3,211.4	428.6	481.9	910.5
Apr.-June (r)	2,453.8	527.5	856.7	3,838.0	438.1	521.3	959.4
July-Sept. (r)	2,336.6	476.9	864.6	3,678.1	445.6	544.5	990.1
Oct.-Dec. (r)	2,583.3	446.4	897.1	3,926.8	486.3	529.4	1,015.7
TOTAL	9,439.3	1,854.8	3,360.2	14,654.3			
1958-Jan.-Mar. (p)	2,169.0	376.3	757.0	3,302.3	454.0	477.8	931.8
Percentage Composition							
1957-Jan.-Mar. (r)	64.3	12.6	23.1	100.0	47.0	53.0	100.0
Apr.-June (r)	63.9	13.7	22.4	100.0	45.6	54.4	100.0
July-Sept. (r)	63.5	13.0	23.5	100.0	45.0	55.0	100.0
Oct.-Dec. (r)	65.8	11.4	22.8	100.0	47.9	52.1	100.0
AVERAGE ...	64.4	12.7	22.9	100.0			
1958-Jan.-Mar. (p)	65.7	11.4	22.9	100.0	48.7	51.3	100.0

**Table 2 - Department Stores
Sales and Accounts Receivable**

Peuriod	S a l e s					Accounts Receivable (at end of period)			
	Cash	Instalment		Charge	Total	Instalment		Charge	Total
		C.S.A. ^{1/}	Other ^{2/}			C.S.A. ^{1/}	Other ^{2/}		
	Dollar Estimates (in millions)								
1957-									
Jan.-Mar.(r)	158.0	39.5	12.3	39.5	249.3	149.3	27.1	38.1	214.5
Apr.-June ..	195.4	50.5	13.9	51.2	311.0	150.3	28.5	41.9	220.7
July-Sept. .	180.8	53.4	11.6	47.5	293.3	153.3	27.5	41.2	222.0
Oct.-Dec.(r)	269.6	76.9	20.5	68.0	435.0	172.9	36.0	52.7	261.6
TOTAL ...	803.8	220.3	58.3	206.2	1,288.6				
1958-									
Jan.-Mar.(p)	164.6	44.3	10.5	44.4	263.8	162.9	30.3	38.1	231.3
	Percentage Composition								
1957									
Jan.-Mar. ..	63.4	15.8	5.0	15.8	100.0	69.6	12.6	17.8	100.0
Apr.-June ..	62.8	16.2	4.5	16.5	100.0	68.1	12.9	19.0	100.0
July-Sept. .	61.6	18.2	4.0	16.2	100.0	69.0	12.4	18.6	100.0
Oct.-Dec.(r)	62.0	17.7	4.7	15.6	100.0	66.1	13.8	20.1	100.0
1958									
Jan.-Mar.(p)	62.4	16.8	4.0	16.8	100.0	70.4	13.1	16.5	100.0

(r) Revised
(p) Preliminary

^{1/} Conditional-sale agreements
^{2/} Other deferred payment plans

**Table 3 - Motor Vehicle Dealers
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1957-Jan.-Mar. ...	207.5	250.7	147.3	605.5	24.5	80.5	105.0
Apr.-June ...	276.4	340.9	157.9	775.2	27.2	86.7	113.9
July-Sept. ..	160.7	289.4	150.1	600.2	26.8	84.1	110.9
Oct.-Dec. (r)	138.7	212.4	134.0	485.1	23.4	75.8	99.2
TOTAL	783.3	1,093.4	589.3	2,466.0			
1958-Jan.-Mar. (p)	223.0	222.5	133.3	578.8	22.8	75.6	98.4
Percentage Composition							
1957-Jan.-Mar. ...	34.3	41.4	24.3	100.0	23.4	76.6	100.0
Apr.-June ...	35.6	44.0	20.4	100.0	23.9	76.1	100.0
July-Sept. ...	26.8	48.2	25.0	100.0	24.1	75.9	100.0
Oct.-Dec. (r)	28.6	43.8	27.6	100.0	23.6	76.4	100.0
1958-Jan.-Mar. (p)	38.5	38.5	23.0	100.0	23.2	76.8	100.0

**Table 4 - Men's Clothing Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1957-Jan.-Mar. (r)	36.2	2.5	9.9	48.6	3.7	9.1	12.8
Apr.-June (r)	41.2	3.3	12.0	56.5	3.9	9.5	13.4
July-Sept. (r)	36.3	2.6	9.1	48.0	3.7	8.4	12.1
Oct.-Dec. (r)	55.8	4.2	15.0	75.0	4.6	10.6	15.2
TOTAL	169.5	12.6	46.0	228.1			
1958-Jan.-Mar. (p)	36.9	2.7	9.9	49.5	4.0	9.3	13.3
Percentage Composition							
1957-Jan.-Mar. (r)	74.5	5.1	20.4	100.0	28.9	71.1	100.0
Apr.-June (r)	72.9	5.8	21.3	100.0	29.1	70.9	100.0
July-Sept. (r)	75.6	5.4	19.0	100.0	30.6	69.4	100.0
Oct.-Dec. (r)	74.4	5.6	20.0	100.0	30.2	69.8	100.0
1958-Jan.-Mar. (p)	74.5	5.5	20.0	100.0	30.1	69.9	100.0

(r) Revised

(p) Preliminary

**Table 5 - Family Clothing Stores
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1957-Jan.-Mar. (r)	26.0	5.0	7.8	38.8	9.1	8.7	17.8
Apr.-June (r)	37.3	6.9	9.7	53.9	9.1	8.8	17.9
July-Sept. (r)	34.2	5.5	8.9	48.6	8.8	9.2	18.0
Oct.-Dec. (r)	50.3	9.3	13.4	73.0	11.2	9.6	20.8
TOTAL	147.8	26.7	39.8	214.3			
1958-Jan.-Mar. (p)	27.3	4.9	8.3	40.5	9.7	8.2	17.9
Percentage Composition							
1957-Jan.-Mar. (r)	67.0	12.9	20.1	100.0	51.1	48.9	100.0
Apr.-June (r)	69.2	12.8	18.0	100.0	50.8	49.2	100.0
July-Sept. (r)	70.4	11.3	18.3	100.0	48.9	51.1	100.0
Oct.-Dec. (r)	68.9	12.7	18.4	100.0	53.9	46.1	100.0
1958-Jan.-Mar. (p)	67.4	12.1	20.5	100.0	54.2	45.8	100.0

**Table 6 - Women's Clothing Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1957-Jan.-Mar. (r)	36.7	2.2	11.4	50.3	2.5	8.4	10.9
Apr.-June (r)	50.6	2.6	13.6	66.8	2.5	8.0	10.5
July-Sept. (r)	43.5	2.2	12.6	58.3	2.5	8.7	11.2
Oct.-Dec. (r)	60.1	3.3	15.9	79.3	3.1	9.8	12.9
TOTAL	190.9	10.3	53.5	254.7			
1958-Jan.-Mar. (p)	40.6	2.2	11.9	54.7	2.5	8.7	11.2
Percentage Composition							
1957-Jan.-Mar. (r)	73.0	4.4	22.6	100.0	22.9	77.1	100.0
Apr.-June (r)	75.7	3.9	20.4	100.0	23.8	76.2	100.0
July-Sept. (r)	74.6	3.8	21.6	100.0	22.3	77.7	100.0
Oct.-Dec. (r)	75.8	4.2	20.0	100.0	23.8	76.2	100.0
1958-Jan.-Mar. (p)	74.2	4.0	21.8	100.0	22.3	77.7	100.0

(r) Revised

(p) Preliminary

Table 7 - Hardware Stores
Sales and Accounts Receivable

9

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1957-Jan.-Mar. ...	30.4	2.5	17.6	50.5	5.2	21.3	26.5
Apr.-June ...	46.9	3.3	27.6	77.8	5.4	24.6	30.0
July-Sept. ..	50.8	3.1	26.6	80.5	5.6	24.9	30.5
Oct.-Dec. (r)	55.4	3.5	27.0	85.9	5.8	24.1	29.9
TOTAL	183.5	12.4	98.8	294.7			
1958-Jan.-Mar. (p)	32.1	2.7	18.1	52.9	5.5	20.5	26.0
Percentage Composition							
1957-Jan.-Mar. ...	60.3	4.8	34.9	100.0	14.8	85.2	100.0
Apr.-June ...	60.3	4.2	35.5	100.0	17.9	82.1	100.0
July-Sept. ..	63.1	3.9	33.0	100.0	18.4	81.6	100.0
Oct.-Dec. (r)	64.5	4.1	31.4	100.0	19.6	80.4	100.0
1958-Jan.-Mar. (p)	60.7	5.1	34.2	100.0	21.2	78.8	100.0

Table 8 - Furniture, Appliance and Radio Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1957-Jan.-Mar. ...	41.9	58.9	26.0	126.8	155.6	22.8	178.4
Apr.-June ...	42.6	68.9	28.6	140.1	159.4	24.2	183.6
July-Sept. ..	38.2	73.7	28.8	140.7	163.9	25.0	188.9
Oct.-Dec. (r)	50.3	77.9	32.6	160.8	170.6	26.0	196.6
TOTAL	173.0	279.4	116.0	568.4			
1958-Jan.-Mar. (p)	41.9	61.3	25.1	128.3	162.1	23.7	185.8
Percentage Composition							
1957-Jan.-Mar. ...	33.0	46.5	20.5	100.0	87.2	12.8	100.0
Apr.-June ...	30.4	49.2	20.4	100.0	86.8	13.2	100.0
July-Sept. ..	27.1	52.4	20.5	100.0	86.8	13.2	100.0
Oct.-Dec. (r)	31.3	48.4	20.3	100.0	86.8	13.2	100.0
1958-Jan.-Mar. (p)	32.6	47.8	19.6	100.0	87.2	12.8	100.0

(r) Revised

(p) Preliminary

Table 9 - Jewellery Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1957-Jan.-Mar. ...	13.7	4.8	3.9	22.4	12.8	5.6	18.4
Apr.-June ...	16.5	6.4	4.7	27.6	12.3	5.2	17.5
July-Sept. ..	16.8	6.4	4.3	27.5	11.9	5.0	16.9
Oct.-Dec. (r)	30.5	11.1	8.5	50.1	15.8	7.4	23.2
TOTAL	77.5	28.7	21.4	127.6			
1958-Jan.-Mar. (p)	13.6	4.9	3.7	22.2	13.2	4.9	18.1
Percentage Composition							
1957-Jan.-Mar. ...	61.2	21.3	17.5	100.0	69.8	30.2	100.0
Apr.-June ...	59.8	23.3	16.9	100.0	70.2	29.8	100.0
July-Sept. ..	61.0	23.5	15.5	100.0	70.6	29.4	100.0
Oct.-Dec. (r)	60.9	22.1	17.0	100.0	67.9	32.1	100.0
1958-Jan.-Mar. (p)	61.2	22.1	16.7	100.0	72.9	27.1	100.0

Table 10 - Grocery and Combination Stores (Independent)
Sales and Accounts Receivable
(in millions of dollars)

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
1957-Jan.-Mar.	291.4	76.7	88.5	23.3	379.9	32.5
Apr.-June	309.3	75.9	98.3	24.1	407.6	34.1
July-Sept.	326.7	77.7	93.7	22.3	420.4	33.9
Oct.-Dec. (r)	333.6	76.9	100.0	23.1	433.6	35.4
TOTAL	1,261.0		380.5		1,641.5	
1958-Jan.-Mar. (p)	313.9	78.3	87.0	21.7	400.9	31.2

(r) Revised

(p) Preliminary

**Table 11 - Fuel Dealers
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1957-Jan.-Mar. (r)	27.0	2.0	95.1	124.1	2.7	41.8	44.5
Apr.-June (r)	11.9	0.7	42.8	55.4	1.2	27.6	28.8
July-Sept. (r)	7.8	1.1	40.8	49.7	1.4	26.7	28.1
Oct.-Dec. (r)	9.1	1.2	83.1	93.4	1.5	40.2	41.7
TOTAL	55.8	5.0	261.8	322.6			
1958-Jan.-Mar. (p)	18.2	1.0	99.3	118.5	1.4	43.9	45.3
Percentage Composition							
1957-Jan.-Mar. (r)	21.8	1.6	76.6	100.0	6.1	93.9	100.0
Apr.-June (r)	21.5	1.3	77.2	100.0	4.2	95.8	100.0
July-Sept. (r)	15.7	2.2	82.1	100.0	5.0	95.0	100.0
Oct.-Dec. (r)	9.7	1.3	89.0	100.0	3.6	96.4	100.0
1958-Jan.-Mar. (p)	15.4	0.8	83.8	100.0	3.1	96.9	100.0

**Table 12 - General Stores
Sales and Accounts Receivable
(in millions of dollars)**

Period	Sales					Accounts Receivable
	Cash		Credit		Total	
	Amount	%	Amount	%	Amount	
1957-Jan.-Mar.	77.2	67.1	37.8	32.9	115.0	25.9
Apr.-June	102.0	68.7	46.3	31.3	148.3	27.3
July-Sept.	106.4	69.2	47.4	30.8	153.8	28.1
Oct.-Dec. (r)	117.7	72.4	44.8	27.6	162.5	26.6
TOTAL	403.3		176.3		579.6	
1958-Jan.-Mar. (p)	83.2	70.7	34.5	29.3	117.7	24.7

(r) Revised

(p) Preliminary

Table 13 - Garages and Filling Stations
Sales and Accounts Receivable
(in millions of dollars)

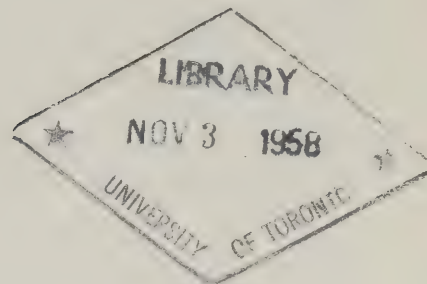
Period	Sales					Accounts Receivable
	Cash		Credit		Total	
	Amount	%	Amount	%	Amount	
1957-Jan.-Mar.	134.0	68.8	60.7	31.2	194.7	27.9
Apr.-June	155.7	68.6	71.3	31.4	227.0	29.4
July-Sept.	157.5	68.4	72.8	31.6	230.3	31.0
Oct.-Dec. (r)	144.7	67.4	69.9	32.6	214.6	29.3
TOTAL	591.9		274.7		866.6	
1958-Jan.-Mar. (p)	131.9	65.8	68.7	34.2	200.6	28.7

Table 14 - All Other Trades
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1957-Jan.-Mar. ...	985.6	22.4	197.5	1,205.5	35.8	159.6	195.4
Apr.-June ...	1,168.0	29.3	293.5	1,490.8	38.0	194.3	232.3
July-Sept. ..	1,176.9	27.1	322.8	1,526.8	39.9	218.6	258.5
Oct.-Dec. (r)	1,267.5	25.2	285.8	1,578.5	41.2	182.1	223.3
TOTAL	4,598.0	104.0	1,099.6	5,801.6			
1958-Jan.-Mar. (p)	1,041.8	18.5	213.6	1,273.9	39.4	160.5	199.9
Percentage Composition							
1957-Jan.-Mar. ...	81.9	2.0	16.1	100.0	18.3	81.7	100.0
Apr.-June ...	78.3	2.0	19.7	100.0	16.4	83.6	100.0
July-Sept. ..	77.1	1.8	21.1	100.0	15.4	84.6	100.0
Oct.-Dec. (r)	80.3	1.6	18.1	100.0	18.5	81.5	100.0
1958-Jan.-Mar. (p)	81.8	1.4	16.8	100.0	19.7	80.3	100.0

(r) Revised

(p) Preliminary



RETAIL CREDIT

SECOND QUARTER, 1958

Published by Authority of
The Honourable Gordon Churchill, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
Retail Trade Section

R E T A I L C R E D I T

The credit portion of business transacted by retailers during the second quarter of 1958 was 2.4 per cent less than that of the same period in 1957. Instalment sales, estimated at \$477.0 million, were more than 9 per cent below the 1957 level while charge account sales were up slightly. The decrease of approximately \$50 million in deferred payment sales was largely due to a reduction in the sales of motor vehicle dealers where instalment sales were \$45 million below those in the second quarter of 1957.

Credit outstanding on the books of retailers at June 30 totalled \$979.8 million, a gain of 2.1 per cent over the amount owing at the same date in the previous year. Over the same period, instalment accounts outstanding rose \$15 million to a total of \$452.9 million while charge accounts receivable, at \$526.9 million, were only \$5.6 million above the June 30, 1957, level.

The second quarter reveals an increased seasonal activity in most trades. Both instalment and charge account sales in the specified trades showed significant gains over those in the first quarter with the exception of fuel dealers where the expected seasonal drop occurred. Instalment sales for all trades exceeded those in the first quarter by 27.1 per cent while charge account sales were 14.3 per cent higher.

Accounts receivable did not show the same magnitude of increase over the first quarter as did credit sales. Instalment receivables were up slightly at 0.3 per cent while charge accounts outstanding were 9.0 per cent above those of March 31, 1958.

A redefinition of the "instalment" and "charge" terms used in the Retail Credit series was approved at the beginning of 1957. As a result of this change, which affects Department Stores mainly and the Clothing Trades, Jewellery Stores, and Furniture, Household Appliance and Radio Stores to a lesser extent, credit components for the various quarters of 1957 are not precisely comparable with the 1956 and earlier estimates. However, the comparability of total credit sales and total accounts receivable is not affected. These estimates are not adjusted for seasonal fluctuation, price changes and differences in number of shopping days.

Instalment Sales - credit sales made under conditional agreements. The cash down-payments, trade-in allowances and retailers' service charges are included in the value of sales' estimates. Effective the first quarter of 1957, sales made on other deferred payment plans, such as revolving credit and budgeted charge accounts, are also included.

Charge Account Sales - credit sales other than instalment sales. Effective the first quarter of 1957, deferred payment plans, such as revolving credit and budgeted charge accounts, are excluded.

Cash Sales - cash and C.O.D. sales excluding cash receipts related to instalment and charge sales (e.g., payments on customers' accounts, cash down payments on credit sales and cash received from the sale of instalment paper).

Instalment Receivables exclude contingent liabilities on paper sold to finance companies and banks.

Kinds of Business by Census Classification
included in the Specified Trades

Department Stores - 1. department stores; 2. mail order offices of department stores.

Motor Vehicle Dealers - 1. automobile dealers; 2. automobile dealers with wholesale car departments; 3. automobile dealers with farm implements.

Men's Clothing Stores - 1. men's and boys' clothing and furnishings stores; 2. men's and boys' furnishings stores; 3. men's and boys' hat stores; 4. custom tailors.

Family Clothing Stores - 1. family clothing and furnishings stores.

Women's Clothing Stores - 1. women's ready-to-wear stores; 2. lingerie and hosiery stores; 3. accessories and other apparel stores.

Jewellery Stores - 1. jewellery stores

Grocery and Combination Stores - 1. grocery stores without fresh meat; 2. grocery stores without fresh meat, with beer; 3. combination stores (grocery stores with fresh meat); 4. combination stores, with beer.

Hardware Stores - 1. hardware stores; 2. hardware and farm implement stores.

Furniture, Appliance and Radio Stores - 1. furniture stores; 2. furniture and undertaker stores; 3. household appliance stores; 4. radio stores; 5. furniture, radio and appliance stores; 6. radio, piano and music stores.

Fuel Dealers - 1. fuel dealers (other than oil); 2. fuel oil dealers.

General Stores - 1. general stores (more than one-third food).

Garages and Filling Stations - 1. garages; 2. filling stations.

CREDIT SALES

5

Percentage Changes

Total All Trades and Selected Trades

Trade	Instalment Sales	Charge Account Sales	Total Credit Sales
	<u>2nd qtr. 1958</u> 1st qtr. 1958	<u>2nd qtr. 1958</u> 1st qtr. 1958	<u>2nd qtr. 1958</u> 2nd qtr. 1957
TOTAL, ALL TRADES	+27.1	+14.3	- 2.4
Department Stores	+15.9	+18.2	+ 0.3
Motor Vehicle Dealers	+33.5	+ 9.1	-10.9
Men's Clothing Stores	+18.5	+18.0	- 2.0
Family Clothing Stores	+40.8	+29.6	+ 4.8
Women's Clothing Stores	+15.8	+16.7	0.0
Hardware Stores	+33.3	+57.4	+ 4.9
Furniture, Appliance and Radio Stores	+ 9.9	+ 7.9	- 3.5
Jewellery Stores	+24.0	+35.1	+ 0.9
Grocery and Combination (Independent) Stores .	n/a	+11.4	- 1.2
Fuel Dealers	-25.0	-60.3	- 8.3

ACCOUNTS RECEIVABLE

Percentage Changes

Total All Trades and Selected Trades

Trade	Instalment Receivables	Charge Account Receivables	Total Receivables
	<u>2nd qtr. 1958</u> 1st qtr. 1958	<u>2nd qtr. 1958</u> 1st qtr. 1958	<u>2nd qtr. 1958</u> 2nd qtr. 1957
TOTAL, ALL TRADES	+ 0.3	+ 9.0	+ 2.1
Department Stores	- 1.7	+ 1.5	+ 3.5
Motor Vehicle Dealers	+ 5.7	+ 5.5	- 8.1
Men's Clothing Stores	0.0	+ 1.1	+ 0.7
Family Clothing Stores	0.0	+ 1.2	0.0
Women's Clothing Stores	0.0	- 2.3	+ 3.8
Hardware Stores	+12.7	+20.7	+ 4.3
Furniture, Appliance and Radio Stores	+ 0.8	+ 1.3	+ 1.3
Jewellery Stores	- 4.5	+ 2.0	+ 1.1
Grocery and Combination (Independent) Stores.	n/a	+ 5.7	- 2.3
Fuel Dealers	-14.3	-37.3	- 0.7

**Table 1 - Total, All Trades
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1957-Jan.-Mar. ...	2,065.6	404.0	741.8	3,211.4	428.6	481.9	910.5
Apr.-June ...	2,453.8	527.5	856.7	3,838.0	438.1	521.3	959.4
July-Sept. ..	2,336.6	476.9	864.6	3,678.1	445.6	544.5	990.1
Oct.-Dec. ...	2,583.3	446.4	897.1	3,926.8	486.3	529.4	1,015.7
TOTAL	9,439.3	1,854.8	3,360.2	14,654.3			
1958-Jan.-Mar. (r)	2,163.2	375.3	763.8	3,302.3	451.6	483.3	934.9
Apr.-June (p)	2,557.6	477.0	873.4	3,908.0	452.9	526.9	979.8
Percentage Composition							
1957-Jan.-Mar. ...	64.3	12.6	23.1	100.0	47.0	53.0	100.0
Apr.-June ...	63.9	13.7	22.4	100.0	45.6	54.4	100.0
July-Sept. ..	63.5	13.0	23.5	100.0	45.0	55.0	100.0
Oct.-Dec. ...	65.8	11.4	22.8	100.0	47.9	52.1	100.0
AVERAGE ..	64.4	12.7	22.9	100.0			
1958-Jan.-Mar. (r)	65.5	11.4	23.1	100.0	48.3	51.7	100.0
Apr.-June (p)	65.4	12.2	22.4	100.0	46.2	53.8	100.0

**Table 2 - Department Stores
Sales and Accounts Receivable**

Period	S a l e s					Accounts Receivable (at end of period)			
	Cash	Instalment		Charge	Total	Instalment		Charge	Total
		C.S.A. ^{1/}	Other ^{2/}			C.S.A. ^{1/}	Other ^{2/}		
	Dollar Estimates (in millions)								
1957-									
Jan.-Mar.	158.0	39.5	12.3	39.5	249.3	149.3	27.1	38.1	214.5
Apr.-June	195.4	50.5	13.9	51.2	311.0	150.3	28.5	41.9	220.7
July-Sept.	180.8	53.4	11.6	47.5	293.3	153.3	27.5	41.2	222.0
Oct.-Dec.	269.6	76.9	20.5	68.0	435.0	172.9	36.0	52.7	261.6
TOTAL .	803.8	220.3	58.3	206.2	1,288.6				
1958-									
Jan.-Mar. (r)	164.6	44.3	10.5	44.4	263.8	161.6	30.8	38.8	231.2
Apr.-June(p)	202.1	50.3	13.2	52.5	318.1	159.4	29.7	39.4	228.5
	Percentage Composition								
1957-									
Jan.-Mar.	63.4	15.8	5.0	15.8	100.0	69.6	12.6	17.8	100.0
Apr.-June	62.8	16.2	4.5	16.5	100.0	68.1	12.9	19.0	100.0
July-Sept.	61.6	18.2	4.0	16.2	100.0	69.0	12.4	18.6	100.0
Oct.-Dec.	62.0	17.7	4.7	15.6	100.0	66.1	13.8	20.1	100.0
1958-									
Jan.-Mar. (r)	62.4	16.8	4.0	16.8	100.0	69.9	13.3	16.8	100.0
Apr.-June(p)	63.6	15.8	4.1	16.5	100.0	69.8	13.0	17.2	100.0

(r) Revised

(p) Preliminary

^{1/} Conditional-sale agreements^{2/} Other deferred payment plans

**Table 3 - Motor Vehicle Dealers
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1957-Jan.-Mar. ..	207.5	250.7	147.3	605.5	24.5	80.5	105.0
Apr.-June ..	276.4	340.9	157.9	775.2	27.2	86.7	113.9
July-Sept. ..	160.7	289.4	150.1	600.2	26.8	84.1	110.9
Oct.-Dec. ..	138.7	212.4	134.0	485.1	23.4	75.8	99.2
TOTAL ...	783.3	1,093.4	589.3	2,466.0			
1958-Jan.-Mar.(r)	221.1	221.8	135.9	578.8	22.9	76.3	99.2
Apr.-June(p)	279.3	296.0	148.2	723.5	24.2	80.5	104.7
Percentage Composition							
1957-Jan.-Mar. ..	34.3	41.4	24.3	100.0	23.4	76.6	100.0
Apr.-June ..	35.6	44.0	20.4	100.0	23.9	76.1	100.0
July-Sept. ..	26.8	48.2	25.0	100.0	24.1	75.9	100.0
Oct.-Dec. ..	28.6	43.8	27.6	100.0	23.6	76.4	100.0
1958-Jan.-Mar.(r)	38.2	38.3	23.5	100.0	23.1	76.9	100.0
Apr.-June(p)	38.6	40.9	20.5	100.0	23.1	76.9	100.0

**Table 4 - Men's Clothing Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1957-Jan.-Mar. ...	36.2	2.5	9.9	48.6	3.7	9.1	12.8
Apr.-June ...	41.2	3.3	12.0	56.5	3.9	9.5	13.4
July-Sept. ..	36.3	2.6	9.1	48.0	3.7	8.4	12.1
Oct.-Dec. ...	55.8	4.2	15.0	75.0	4.6	10.6	15.2
TOTAL	169.5	12.6	46.0	228.1			
1958-Jan.-Mar. (r)	36.8	2.7	10.0	49.5	4.0	9.4	13.4
Apr.-June (p)	39.9	3.2	11.8	54.9	4.0	9.5	13.5
Percentage Composition							
1957-Jan.-Mar. ...	74.5	5.1	20.4	100.0	28.9	71.1	100.0
Apr.-June ...	72.9	5.8	21.3	100.0	29.1	70.9	100.0
July-Sept. ..	75.6	5.4	19.0	100.0	30.6	69.4	100.0
Oct.-Dec. ...	74.4	5.6	20.0	100.0	30.2	69.8	100.0
1958-Jan.-Mar. (r)	74.4	5.5	20.1	100.0	29.9	70.1	100.0
Apr.-June (p)	72.7	5.9	21.4	100.0	29.4	70.6	100.0

(r) Revised
(p) Preliminary

**Table 5 - Family Clothing Stores
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1957-Jan.-Mar. ...	26.0	5.0	7.8	38.8	9.1	8.7	17.8
Apr.-June ...	37.3	6.9	9.7	53.9	9.1	8.8	17.9
July-Sept. ...	34.2	5.5	8.9	48.6	8.8	9.2	18.0
Oct.-Dec. ...	50.3	9.3	13.4	73.0	11.2	9.6	20.8
TOTAL	147.8	26.7	39.8	214.3			
1958-Jan.-Mar. (r)	27.5	4.9	8.1	40.5	9.7	8.1	17.8
Apr.-June (p)	36.0	6.9	10.5	53.4	9.7	8.2	17.9
Percentage Composition							
1957-Jan.-Mar. ...	67.0	12.9	20.1	100.0	51.1	48.9	100.0
Apr.-June ...	69.2	12.8	18.0	100.0	50.8	49.2	100.0
July-Sept. ...	70.4	11.3	18.3	100.0	48.9	51.1	100.0
Oct.-Dec. ...	68.9	12.7	18.4	100.0	53.9	46.1	100.0
1958-Jan.-Mar. (r)	67.9	12.2	19.9	100.0	54.6	45.4	100.0
Apr.-June (p)	67.4	12.9	19.7	100.0	54.4	45.6	100.0

**Table 6 - Women's Clothing Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1957-Jan.-Mar. ...	36.7	2.2	11.4	50.3	2.5	8.4	10.9
Apr.-June ...	50.6	2.6	13.6	66.8	2.5	8.0	10.5
July-Sept. ...	43.5	2.2	12.6	58.3	2.5	8.7	11.2
Oct.-Dec. ...	60.1	3.3	15.9	79.3	3.1	9.8	12.9
TOTAL	190.9	10.3	53.5	254.7			
1958-Jan.-Mar. (r)	40.8	1.9	12.0	54.7	2.3	8.8	11.1
Apr.-June (p)	50.7	2.2	14.0	66.9	2.3	8.6	10.9
Percentage Composition							
1957-Jan.-Mar. ...	73.0	4.4	22.6	100.0	22.9	77.1	100.0
Apr.-June ...	75.7	3.9	20.4	100.0	23.8	76.2	100.0
July-Sept. ...	74.6	3.8	21.6	100.0	22.3	77.7	100.0
Oct.-Dec. ...	75.8	4.2	20.0	100.0	23.8	76.2	100.0
1958-Jan.-Mar. (r)	74.6	3.4	22.0	100.0	20.5	79.5	100.0
Apr.-June (p)	75.7	3.3	21.0	100.0	21.2	78.8	100.0

(r) Revised
(p) Preliminary

Table 7 - Hardware Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1957-Jan.-Mar. ...	30.4	2.5	17.6	50.5	5.2	21.3	26.5
Apr.-June ...	46.9	3.3	27.6	77.8	5.4	24.6	30.0
July-Sept. ..	50.8	3.1	26.6	80.5	5.6	24.9	30.5
Oct.-Dec. ...	55.4	3.5	27.0	85.9	5.8	24.1	29.9
TOTAL	183.5	12.4	98.8	294.7			
1958-Jan.-Mar. (r)	31.9	2.7	18.3	52.9	5.5	20.8	26.3
Apr.-June (p)	49.3	3.6	28.8	81.7	6.2	25.1	31.3
Percentage Composition							
1957-Jan.-Mar. ...	60.3	4.8	34.9	100.0	14.8	85.2	100.0
Apr.-June ...	60.3	4.2	35.5	100.0	17.9	82.1	100.0
July-Sept. ..	63.1	3.9	33.0	100.0	18.4	81.6	100.0
Oct.-Dec. ...	64.5	4.1	31.4	100.0	19.6	80.4	100.0
1958-Jan.-Mar. (r)	60.3	5.1	34.6	100.0	21.0	79.0	100.0
Apr.-June (p)	60.3	4.4	35.3	100.0	19.9	80.1	100.0

Table 8 - Furniture, Appliance and Radio Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1957-Jan.-Mar. ...	41.9	58.9	26.0	126.8	155.6	22.8	178.4
Apr.-June ...	42.6	68.9	28.6	140.1	159.4	24.2	183.6
July-Sept. ..	38.2	73.7	28.8	140.7	163.9	25.0	188.9
Oct.-Dec. ...	50.3	77.9	32.6	160.8	170.6	26.0	196.6
TOTAL	173.0	279.4	116.0	568.4			
1958-Jan.-Mar. (r)	42.2	60.9	25.2	128.3	160.8	23.6	184.4
Apr.-June (p)	44.4	66.9	27.2	138.5	162.1	23.9	186.0
Percentage Composition							
1957-Jan.-Mar. ...	33.0	46.5	20.5	100.0	87.2	12.8	100.0
Apr.-June ...	30.4	49.2	20.4	100.0	86.8	13.2	100.0
July-Sept. ..	27.1	52.4	20.5	100.0	86.8	13.2	100.0
Oct.-Dec. ...	31.3	48.4	20.3	100.0	86.8	13.2	100.0
1958-Jan.-Mar. (r)	32.9	47.5	19.6	100.0	87.2	12.8	100.0
Apr.-June (p)	32.1	48.3	19.6	100.0	87.2	12.8	100.0

(r) Revised
(p) Preliminary

**Table 9 - Jewellery Stores
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1957-Jan.-Mar. ...	13.7	4.8	3.9	22.4	12.8	5.6	18.4
Apr.-June ...	16.5	6.4	4.7	27.6	12.3	5.2	17.5
July-Sept. ...	16.8	6.4	4.3	27.5	11.9	5.0	16.9
Oct.-Dec. ...	30.5	11.1	8.5	50.1	15.8	7.4	23.2
TOTAL	77.5	28.7	21.4	127.6			
1958-Jan.-Mar. (r)	13.5	5.0	3.7	22.2	13.3	4.9	18.2
Apr.-June (p)	16.3	6.2	5.0	27.5	12.7	5.0	17.7
Percentage Composition							
1957-Jan.-Mar. ...	61.2	21.3	17.5	100.0	69.8	30.2	100.0
Apr.-June ...	59.8	23.3	16.9	100.0	70.2	29.8	100.0
July-Sept. ...	61.0	23.5	15.5	100.0	70.6	29.4	100.0
Oct.-Dec. ...	60.9	22.1	17.0	100.0	67.9	32.1	100.0
1958-Jan.-Mar. (r)	60.8	22.4	16.8	100.0	73.1	26.9	100.0
Apr.-June (p)	59.1	22.6	18.3	100.0	71.5	28.5	100.0

**Table 10 - Grocery and Combination Stores (Independent)
Sales and Accounts Receivable**
(in millions of dollars)

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
1957-Jan.-Mar.	291.4	76.7	88.5	23.3	379.9	32.5
Apr.-June	309.3	75.9	98.3	24.1	407.6	34.1
July-Sept.	326.7	77.7	93.7	22.3	420.4	33.9
Oct.-Dec.	333.6	76.9	100.0	23.1	433.6	35.4
TOTAL	1,261.0		380.5		1,641.5	
1958-Jan.-Mar. (r)	313.7	78.3	87.2	21.7	400.9	31.5
Apr.-June (p)	336.7	77.6	97.1	22.4	433.8	33.3

(r) Revised
(p) Preliminary

**Table 11 - Fuel Dealers
Sales and Accounts Receivable**

11

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1957-Jan.-Mar. ...	27.0	2.0	95.1	124.1	2.7	41.8	44.5
Apr.-June ...	11.9	0.7	42.8	55.4	1.2	27.6	28.8
July-Sept. ...	7.8	1.1	40.8	49.7	1.4	26.7	28.1
Oct.-Dec. ...	9.1	1.2	83.1	93.4	1.5	40.2	41.7
TOTAL	55.8	5.0	261.8	322.6			
1958-Jan.-Mar. (r)	18.7	0.8	99.0	118.5	1.4	43.7	45.1
Apr.-June (p)	10.8	0.6	39.3	50.7	1.2	27.4	28.6
Percentage Composition							
1957-Jan.-Mar. ...	21.8	1.6	76.6	100.0	6.1	93.9	100.0
Apr.-June ...	21.5	1.3	77.2	100.0	4.2	95.8	100.0
July-Sept. ...	15.7	2.2	82.1	100.0	5.0	95.0	100.0
Oct.-Dec. ...	9.7	1.3	89.0	100.0	3.6	96.4	100.0
1958-Jan.-Mar. (r)	15.7	0.7	83.6	100.0	3.1	96.9	100.0
Apr.-June (p)	21.4	1.1	77.5	100.0	4.3	95.7	100.0

**Table 12 - General Stores
Sales and Accounts Receivable**
(in millions of dollars)

Period	Sales					Accounts Receivable
	Cash		Credit		Total	
	Amount	%	Amount	%	Amount	
1957-Jan.-Mar.	77.2	67.1	37.8	32.9	115.0	25.9
Apr.-June	102.0	68.7	46.3	31.3	148.3	27.3
July-Sept.	106.4	69.2	47.4	30.8	153.8	28.1
Oct.-Dec.	117.7	72.4	44.8	27.6	162.5	26.6
TOTAL	403.3		176.3		579.6	
1958-Jan.-Mar. (r)	82.9	70.4	34.8	29.6	117.7	25.1
Apr.-June (p)	113.2	72.0	44.1	28.0	157.3	27.9

(r) Revised
(p) Preliminary

Table 13 - Garages and Filling Stations
Sales and Accounts Receivable
(in millions of dollars)

Period	Sales					Accounts Receivable
	Cash		Credit		Total	
	Amount	%	Amount	%	Amount	
1957-Jan.-Mar.	134.0	68.8	60.7	31.2	194.7	27.9
Apr.-June	155.7	68.6	71.3	31.4	227.0	29.4
July-Sept.	157.5	68.4	72.8	31.6	230.3	31.0
Oct.-Dec.	144.7	67.4	69.9	32.6	214.6	29.3
TOTAL	591.9		274.7		866.6	
1958-Jan.-Mar. (r)	132.5	66.1	68.1	33.9	200.6	28.9
Apr.-June (p)	153.7	66.7	76.7	33.3	230.4	30.0

Table 14 - All Other Trades
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1957-Jan.-Mar. ...	985.6	22.4	197.5	1,205.5	35.8	159.6	195.4
Apr.-June ...	1,168.0	29.3	293.5	1,490.8	38.0	194.3	232.3
July-Sept. ..	1,176.9	27.1	322.8	1,526.8	39.9	218.6	258.5
Oct.-Dec. ...	1,267.5	25.2	285.8	1,578.5	41.2	182.1	223.3
TOTAL	4,598.0	104.0	1,099.6	5,801.6			
1958-Jan.-Mar. (r)	1,037.0	18.9	218.0	1,273.9	39.1	163.6	202.7
Apr.-June (p)	1,225.2	26.4	319.7	1,571.3	41.2	208.3	249.5
Percentage Composition							
1957-Jan.-Mar. ...	81.9	2.0	16.1	100.0	18.3	81.7	100.0
Apr.-June ...	78.3	2.0	19.7	100.0	16.4	83.6	100.0
July-Sept. ..	77.1	1.8	21.1	100.0	15.4	84.6	100.0
Oct.-Dec. ...	80.3	1.6	18.1	100.0	18.5	81.5	100.0
1958-Jan.-Mar. (r)	81.4	1.5	17.1	100.0	19.3	80.7	100.0
Apr.-June (p)	78.0	1.7	20.3	100.0	16.5	83.5	100.0

(r) Revised

(p) Preliminary

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R E T A I L C R E D I T

Total credit sales for the third quarter of 1958 showed a decrease of \$51.2 million or 3.7 per cent from the second quarter and a slightly larger decrease from the same period of last year. Instalment sales were responsible for the whole decrease, charge sales having increased slightly both over last year and last quarter. The only selected trades which showed increases in credit sales over last quarter were "Furniture, Appliance and Radio Stores" and "Garages" while credit sales of "Motor Vehicle Dealers" and "Clothing Stores" decreased.

Accounts receivable on the books of retailers at September 30, 1958, were, in most cases, higher than the balances at June 30. Total receivables increased by 3.2 per cent from June 30, 1958, and by 1.8 per cent from September 30, 1957. The largest increases occurred in the accounts receivable of "Department Stores," "Furniture, Appliance and Radio Stores," and "Fuel Dealers"; "Men's Clothing Stores" showed a sharp decline from last quarter in the amount of receivables.

This report contains final revisions to the sales estimates for 1957 based on completed data covering establishment "births" and "deaths," and preliminary revisions for the first three quarters of 1958 necessitated by changes in the 1957 figures. (No adjustments are made for seasonal fluctuation, price changes and differences in number of shopping days.)

Instalment Sales - credit sales made under conditional agreements. The cash down-payments, trade-in allowances and retailers' service charges are included in the value of sales estimates. Effective the first quarter of 1957, sales made on other deferred payment plans, such as revolving credit and budgeted charge accounts, are also included.

Charge Account Sales - credit sales other than instalment sales. Effective the first quarter of 1957, deferred payment plans, such as revolving credit and budgeted charge accounts, are excluded.

Cash Sales - cash and C.O.D. sales excluding cash receipts related to instalment and charge sales (e.g., payments on customers' accounts, cash down-payments on credit sales and cash received from the sale of instalment paper).

Instalment Receivables exclude contingent liabilities on paper sold to finance companies and banks.

Kinds of Business by Census Classification
included in the Specified Trades

<u>Department Stores</u>	1. department stores 2. mail order offices of department stores
<u>Motor Vehicle Dealers</u>	1. automobile dealers 2. automobile dealers with wholesale car departments 3. automobile dealers with farm implements
<u>Men's Clothing Stores</u>	1. men's and boys' clothing and furnishings stores 2. men's and boys' furnishings stores 3. men's and boys' hat stores 4. custom tailors
<u>Family Clothing Stores</u>	1. family clothing and furnishings stores
<u>Women's Clothing Stores</u>	1. women's ready-to-wear stores 2. lingerie and hosiery stores 3. accessories and other apparel stores
<u>Jewellery Stores</u>	1. jewellery stores
<u>Grocery and Combination Stores</u>	1. grocery stores without fresh meat 2. grocery stores without fresh meat, with beer 3. combination stores (grocery stores with fresh meat) 4. combination stores, with beer
<u>Hardware Stores</u>	1. hardware stores 2. hardware and farm implement stores
<u>Furniture, Appliance and Radio Stores</u> ..	1. furniture stores 2. furniture and undertaker stores 3. household appliance stores 4. radio stores 5. furniture, radio and appliance stores 6. radio, piano and music stores
<u>Fuel Dealers</u>	1. fuel dealers (other than oil) 2. fuel oil dealers
<u>General Stores</u>	1. general stores (more than one-third food)
<u>Garages and Filling Stations</u>	1. garages 2. filling stations

C R E D I T S A L E S

5

Percentage Changes

Total All Trades and Selected Trades

Trade	Instalment Sales	Charge Account Sales	Total Credit Sales
	<u>3rd qtr. 1958</u> 2nd qtr. 1958	<u>3rd qtr. 1958</u> 2nd qtr. 1958	<u>3rd qtr. 1958</u> 3rd qtr. 1957
TOTAL, ALL TRADES	-11.6	+ 0.6	- 3.8
Department Stores	+ 3.1	- 1.3	+ 8.7
Motor Vehicle Dealers	-18.7	- 2.2	-13.1
Men's Clothing Stores	-16.1	-20.3	- 3.2
Family Clothing Stores	-13.0	-10.6	+11.0
Women's Clothing Stores	-17.4	- 7.2	- 4.5
Hardware Stores	- 2.7	- 2.8	+ 5.3
Furniture, Appliance and Radio Stores	+ 8.8	+ 8.4	- 6.0
Jewellery Stores	+ 3.0	- 9.4	+ 1.8
Grocery and Combination (Independent) Stores.	n/a	- 2.7	- 0.6
Fuel Dealers	+83.3	- 8.9	- 2.5

A C C O U N T S R E C E I V A B L E

Percentage Changes

Total All Trades and Selected Trades

Trade	Instalment Receivables	Charge Account Receivables	Total Receivables
	<u>3rd qtr. 1958</u> 2nd qtr. 1958	<u>3rd qtr. 1958</u> 2nd qtr. 1958	<u>3rd qtr. 1958</u> 3rd qtr. 1957
TOTAL, ALL TRADES	+ 1.3	+ 4.9	+ 1.8
Department Stores	+ 0.8	+ 8.3	+ 6.2
Motor Vehicle Dealers	- 5.2	- 0.6	- 6.9
Men's Clothing Stores	- 7.5	- 7.5	+ 1.7
Family Clothing Stores	- 1.0	+ 6.2	+ 1.1
Women's Clothing Stores	0.0	+ 4.7	- 0.9
Hardware Stores	+ 8.6	+ 3.3	+ 3.9
Furniture, Appliance and Radio Stores	+ 2.6	+ 6.4	+ 0.6
Jewellery Stores	- 1.6	- 2.0	+ 2.4
Grocery and Combination (Independent) Stores.	n/a	+ 1.5	- 3.0
Fuel Dealers	+ 7.7	- 4.1	+ 5.7

**Table 1 - Total, All Trades
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1957-Jan.-Mar. ...	2,070.2	405.7	743.7	3,219.6	428.6	481.9	910.5
Apr.-June ...	2,484.2	536.5	866.9	3,887.6	438.1	521.3	959.4
July-Sept. ..	2,376.8	486.6	879.6	3,743.0	445.6	544.5	990.1
Oct.-Dec. (r)	2,616.3	453.3	906.6	3,976.2	485.7	529.1	1,014.2
TOTAL	9,547.5	1,882.1	3,396.8	14,826.4			
1958-Jan.-Mar. (r)	2,169.4	377.5	765.1	3,312.0	450.5	483.2	933.7
Apr.-June (r)	2,592.8	482.9	882.8	3,958.5	452.8	523.5	976.3
July-Sept.(p)	2,462.9	426.8	887.7	3,777.4	458.9	549.1	1,008.0
Percentage Composition							
1957-Jan.-Mar. ...	64.3	12.6	23.1	100.0	47.0	53.0	100.0
Apr.-June ...	63.9	13.7	22.4	100.0	45.6	54.4	100.0
July-Sept. ..	63.5	13.0	23.5	100.0	45.0	55.0	100.0
Oct.-Dec. ...	65.8	11.4	22.8	100.0	47.9	52.1	100.0
AVERAGE ..	64.4	12.7	22.9	100.0			
1958-Jan.-Mar. ...	65.5	11.4	23.1	100.0	48.3	51.7	100.0
Apr.-June (r)	65.5	12.2	22.3	100.0	46.4	53.6	100.0
July-Sept.(p)	65.2	11.3	23.5	100.0	45.5	54.5	100.0

**Table 2 - Department Stores
Sales and Accounts Receivable**

Period	S a l e s					Accounts Receivable (at end of period)			
	Cash	Instalment		Charge	Total	Instalment		Charge	Total
		C.S.A. ^{1/}	Other ^{2/}			C.S.A. ^{1/}	Other ^{2/}		
Dollar Estimates (in millions)									
1957-									
Jan.-Mar. ..	157.4	39.2	12.1	39.2	247.9	149.3	27.1	38.1	214.5
Apr.-June ..	193.9	50.0	13.9	50.9	308.7	150.3	28.5	41.9	220.7
July-Sept. ..	180.4	53.2	11.4	47.4	292.4	153.3	27.5	41.2	222.0
Oct.-Dec. ..	268.3	76.2	20.3	68.0	432.8	172.9	36.0	52.7	261.6
TOTAL ...	800.0	218.6	57.7	205.5	1,281.8				
1958-									
Jan.-Mar. ..	164.6	44.3	10.5	44.4	263.8	161.6	30.8	38.8	231.2
Apr.-June (r)	197.8	54.0	13.7	52.6	318.1	162.4	28.7	39.7	230.8
July-Sept.(p)	185.4	56.2	13.6	51.9	307.1	164.0	28.7	43.0	235.7

(r) Revised
(p) Preliminary

^{1/} Conditional-sale agreements
^{2/} Other deferred payment plans

**Table 3 - Motor Vehicle Dealers
Sales and Accounts Receivable**

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Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1957-Jan.-Mar. ...	203.8	246.0	144.4	594.2	24.5	80.5	105.0
Apr.-June ...	280.1	345.2	159.2	784.5	27.2	86.7	113.9
July-Sept. ..	165.2	297.0	154.1	616.3	26.8	84.1	110.9
Oct.-Dec. ...	139.2	213.9	135.3	488.4	23.4	75.8	99.2
TOTAL	788.3	1,102.1	593.0	2,483.4			
1958-Jan.-Mar. ...	217.1	217.7	133.6	568.4	22.9	76.3	99.2
Apr.-June (r)	281.4	299.7	151.7	732.8	24.8	80.2	105.0
July-Sept.(p)	165.6	243.7	148.4	557.7	23.5	79.7	103.2
Percentage Composition							
1957-Jan.-Mar. ...	34.3	41.4	24.3	100.0	23.4	76.6	100.0
Apr.-June ...	35.6	44.0	20.4	100.0	23.9	76.1	100.0
July-Sept. ..	26.8	48.2	25.0	100.0	24.1	75.9	100.0
Oct.-Dec. ...	28.6	43.8	27.6	100.0	23.6	76.4	100.0
1958-Jan.-Mar. ...	38.2	38.3	23.5	100.0	23.1	76.9	100.0
Apr.-June (r)	38.4	40.9	20.7	100.0	23.6	76.4	100.0
July-Sept.(p)	29.7	43.7	26.6	100.0	22.8	77.2	100.0

**Table 4 - Men's Clothing Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1957-Jan.-Mar. ...	37.0	2.6	10.1	49.7	3.7	9.1	12.8
Apr.-June ...	42.4	3.4	12.4	58.2	3.9	9.5	13.4
July-Sept. ..	38.6	2.7	9.7	51.0	3.7	8.4	12.1
Oct.-Dec. ...	56.9	4.3	15.3	76.5	4.6	10.6	15.2
TOTAL	174.9	13.0	47.5	235.4			
1958-Jan.-Mar. ...	37.6	2.8	10.2	50.6	4.0	9.4	13.4
Apr.-June (r)	41.7	3.1	11.8	56.6	4.0	9.3	13.3
July-Sept.(p)	38.6	2.6	9.4	50.6	3.7	8.6	12.3
Percentage Composition							
1957-Jan.-Mar. ...	74.5	5.1	20.4	100.0	28.9	71.1	100.0
Apr.-June ...	72.9	5.8	21.3	100.0	29.1	70.9	100.0
July-Sept. ..	75.6	5.4	19.0	100.0	30.6	69.4	100.0
Oct.-Dec. ...	74.4	5.6	20.0	100.0	30.2	69.8	100.0
1958-Jan.-Mar. ...	74.4	5.5	20.1	100.0	29.9	70.1	100.0
Apr.-June (r)	73.6	5.5	20.9	100.0	29.9	70.1	100.0
July-Sept.(p)	76.2	5.1	18.7	100.0	29.8	70.2	100.0

(r) Revised

(p) Preliminary

Table 5 - Family Clothing Stores
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1957-Jan.-Mar. ...	26.5	5.1	8.0	39.6	9.1	8.7	17.8
Apr.-June ...	37.9	7.0	9.8	54.7	9.1	8.8	17.9
July-Sept. ..	34.5	5.5	9.0	49.0	8.8	9.2	18.0
Oct.-Dec. ...	51.3	9.4	13.7	74.4	11.2	9.6	20.8
TOTAL	150.2	27.0	40.5	217.7			
1958-Jan.-Mar. ...	28.0	5.0	8.2	41.2	9.7	8.1	17.8
Apr.-June (r)	36.2	6.9	11.3	54.4	9.7	8.1	17.8
July-Sept. (p)	33.3	6.0	10.1	49.4	9.6	8.6	18.2
Percentage Composition							
1957-Jan.-Mar. ...	67.0	12.9	20.1	100.0	51.1	48.9	100.0
Apr.-June ...	69.2	12.8	18.0	100.0	50.8	49.2	100.0
July-Sept. ..	70.4	11.3	18.3	100.0	48.9	51.1	100.0
Oct.-Dec. ...	68.9	12.7	18.4	100.0	53.9	46.1	100.0
1958-Jan.-Mar. ...	67.9	12.2	19.9	100.0	54.6	45.4	100.0
Apr.-June (r)	66.5	12.7	20.8	100.0	54.4	45.6	100.0
July-Sept.(p)	67.3	12.2	20.5	100.0	52.6	47.4	100.0

Table 6 - Women's Clothing Stores
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1957-Jan.-Mar. ...	36.3	2.2	11.2	49.7	2.5	8.4	10.9
Apr.-June ...	51.2	2.6	13.8	67.6	2.5	8.0	10.5
July-Sept. ..	45.3	2.3	13.1	60.7	2.5	8.7	11.2
Oct.-Dec. ...	59.9	3.3	15.8	79.0	3.1	9.8	12.9
TOTAL	192.7	10.4	53.9	257.0			
1958-Jan.-Mar. ...	40.3	1.8	11.9	54.0	2.3	8.8	11.1
Apr.-June (r)	51.6	2.3	13.8	67.7	2.1	8.6	10.7
July-Sept.(p)	46.7	1.9	12.8	61.4	2.1	9.0	11.1
Percentage Composition							
1957-Jan.-Mar. ...	73.0	4.4	22.6	100.0	22.9	77.1	100.0
Apr.-June ...	75.7	3.9	20.4	100.0	23.8	76.2	100.0
July-Sept. ..	74.6	3.8	21.6	100.0	22.3	77.7	100.0
Oct.-Dec. ...	75.8	4.2	20.0	100.0	23.8	76.2	100.0
1958-Jan.-Mar. ...	74.6	3.4	22.0	100.0	20.5	79.5	100.0
Apr.-June (r)	76.2	3.4	20.4	100.0	19.8	80.2	100.0
July-Sept.(p)	76.0	3.2	20.8	100.0	18.8	81.2	100.0

(r) Revised

(p) Preliminary

**Table 7 - Hardware Stores
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1957-Jan.-Mar. ...	31.4	2.6	18.2	52.2	5.2	21.3	26.5
Apr.-June ...	48.6	3.4	28.6	80.6	5.4	24.6	30.0
July-Sept. ..	51.8	3.2	27.1	82.1	5.6	24.9	30.5
Oct.-Dec. ...	56.4	3.6	27.5	87.5	5.8	24.1	29.9
TOTAL	188.2	12.8	101.4	302.4			
1958-Jan.-Mar. ...	32.9	2.8	18.9	54.6	5.5	20.8	26.3
Apr.-June (r)	51.7	3.7	29.1	84.5	5.8	24.6	30.4
July-Sept.(p)	53.1	3.6	28.3	85.0	6.3	25.4	31.7
Percentage Composition							
1957-Jan.-Mar. ...	60.3	4.8	34.9	100.0	14.8	85.2	100.0
Apr.-June ...	60.3	4.2	35.5	100.0	17.9	82.1	100.0
July-Sept. ..	63.1	3.9	33.0	100.0	18.4	81.6	100.0
Oct.-Dec. ...	64.5	4.1	31.4	100.0	19.6	80.4	100.0
1958-Jan.-Mar. ...	60.3	5.1	34.6	100.0	21.0	79.0	100.0
Apr.-June (r)	61.2	4.4	34.4	100.0	19.2	80.8	100.0
July-Sept.(p)	62.5	4.2	33.3	100.0	19.8	80.2	100.0

**Table 8 - Furniture, Appliance and Radio Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1957-Jan.-Mar. ...	40.3	56.8	25.0	122.1	155.6	22.8	178.4
Apr.-June ...	41.6	67.3	27.9	136.8	159.4	24.2	183.6
July-Sept. ..	39.0	75.5	29.6	144.1	163.9	25.0	188.9
Oct.-Dec. (r)	51.4	79.5	33.4	164.3	169.4	25.7	195.1
TOTAL	172.3	279.1	115.9	567.3			
1958-Jan.-Mar. (r)	40.9	59.0	24.3	124.2	159.7	23.5	183.2
Apr.-June (r)	44.2	64.7	26.2	135.1	160.7	23.6	184.3
July-Sept.(p)	42.5	70.4	28.4	141.3	164.9	25.1	190.0
Percentage Composition							
1957-Jan.-Mar. ...	33.0	46.5	20.5	100.0	87.2	12.8	100.0
Apr.-June ...	30.4	49.2	20.4	100.0	86.8	13.2	100.0
July-Sept. ..	27.1	52.4	20.5	100.0	86.8	13.2	100.0
Oct.-Dec. ...	31.3	48.4	20.3	100.0	86.8	13.2	100.0
1958-Jan.-Mar. ...	32.9	47.5	19.6	100.0	87.2	12.8	100.0
Apr.-June (r)	32.7	47.9	19.4	100.0	87.2	12.8	100.0
July-Sept.(p)	30.1	49.8	20.1	100.0	86.8	13.2	100.0

(r) Revised
(p) Preliminary

**Table 9 - Jewellery Stores
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1957-Jan.-Mar. ...	14.4	5.0	4.1	23.5	12.8	5.6	18.4
Apr.-June ...	17.5	6.8	4.9	29.2	12.3	5.2	17.5
July-Sept. ..	17.8	6.9	4.5	29.2	11.9	5.0	16.9
Oct.-Dec. ...	29.8	10.9	8.3	49.0	15.8	7.4	23.2
TOTAL	79.5	29.6	21.8	130.9			
1958-Jan.-Mar. ...	14.2	5.2	3.9	23.3	13.3	4.9	18.2
Apr.-June (r)	17.2	6.6	5.3	29.1	12.6	5.0	17.6
July-Sept. (p)	17.9	6.8	4.8	29.5	12.4	4.9	17.3
Percentage Composition							
1957-Jan.-Mar. ...	61.2	21.3	17.5	100.0	69.8	30.2	100.0
Apr.-June ...	59.8	23.3	16.9	100.0	70.2	29.8	100.0
July-Sept. ..	61.0	23.5	15.5	100.0	70.6	29.4	100.0
Oct.-Dec. ...	60.9	22.1	17.0	100.0	67.9	32.1	100.0
1958-Jan.-Mar. ...	60.8	22.4	16.8	100.0	73.1	26.9	100.0
Apr.-June (r)	59.1	22.8	18.1	100.0	71.5	28.5	100.0
July-Sept. (p)	60.6	23.2	16.2	100.0	71.6	28.4	100.0

Table 10 - Grocery and Combination Stores (Independent)
Sales and Accounts Receivable
(in millions of dollars)

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
1957- Jan.-Mar.	293.1	76.7	89.1	23.3	382.2	32.5
Apr.-June	314.2	75.9	99.8	24.1	414.0	34.1
July-Sept.	329.2	77.7	94.5	22.3	423.7	33.9
Oct.-Dec.	332.8	76.9	100.0	23.1	432.8	35.4
TOTAL	1,269.3		383.4		1,652.7	
1958- Jan.-Mar.	315.8	78.3	87.5	21.7	403.3	31.5
Apr.-June (r)	344.0	78.1	96.5	21.9	440.5	32.4
July-Sept. (p)	345.0	78.6	93.9	21.4	438.9	32.9

(r) Revised
(p) Preliminary

**Table 11 - Fuel Dealers
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1957-Jan.-Mar. ...	26.4	1.9	92.9	121.2	2.7	41.8	44.5
Apr.-June ...	11.7	0.7	42.1	54.5	1.2	27.6	28.8
July-Sept. ..	7.5	1.0	39.1	47.6	1.4	26.7	28.1
Oct.-Dec. ...	9.5	1.3	87.6	98.4	1.5	40.2	41.7
TOTAL	55.1	4.9	261.7	321.7			
1958-Jan.-Mar. ...	18.1	0.8	96.4	115.3	1.4	43.7	45.1
Apr.-June (r)	7.5	0.6	41.7	49.8	1.3	29.5	30.8
July-Sept.(p)	4.5	1.1	38.0	43.6	1.4	28.3	29.7
Percentage Composition							
1957-Jan.-Mar. ...	21.8	1.6	76.6	100.0	6.1	93.9	100.0
Apr.-June ...	21.5	1.3	77.2	100.0	4.2	95.8	100.0
July-Sept. ..	15.7	2.2	82.1	100.0	5.0	95.0	100.0
Oct.-Dec. ...	9.7	1.3	89.0	100.0	3.6	96.4	100.0
1958-Jan.-Mar. ...	15.7	0.7	83.6	100.0	3.1	96.9	100.0
Apr.-June (r)	15.1	1.2	83.7	100.0	4.1	95.9	100.0
July-Sept.(p)	10.2	2.6	87.2	100.0	4.8	95.2	100.0

**Table 12 - General Stores
Sales and Accounts Receivable**
(in millions of dollars)

Period	Sales					Accounts Receivable
	Cash		Credit		Total	
	Amount	%	Amount	%	Amount	
1957-Jan.-Mar.	79.9	67.1	39.2	32.9	119.1	25.9
Apr.-June	105.0	68.7	47.9	31.3	152.9	27.3
July-Sept.	110.2	69.2	49.0	30.8	159.2	28.1
Oct.-Dec.	119.0	72.4	45.3	27.6	164.3	26.6
TOTAL	414.1		181.4		595.5	
1958-Jan.-Mar.	85.9	70.4	36.1	29.6	122.0	25.1
Apr.-June (r)	117.3	72.2	45.1	27.8	162.4	28.0
July-Sept. (p)	117.9	71.6	46.7	28.4	164.6	29.4

(r) Revised
(p) Preliminary

Table 13 - Garages and Filling Stations
Sales and Accounts Receivable
(in millions of dollars)

Period	Sales					Accounts Receivable
	Cash		Credit		Total	
	Amount	%	Amount	%	Amount	
1957-Jan.-Mar.	141.9	68.8	64.4	31.2	206.3	27.9
Apr.-June	166.6	68.6	76.3	31.4	242.9	29.4
July-Sept.	174.1	68.4	80.4	31.6	254.5	31.0
Oct.-Dec.	159.5	67.4	77.1	32.6	236.6	29.3
TOTAL	642.1		298.2		940.3	
1958-Jan.-Mar.	140.5	66.1	72.1	33.9	212.6	28.9
Apr.-June (r)	162.1	65.7	84.6	34.3	246.7	29.8
July-Sept. (p)	172.0	66.5	86.7	33.5	258.7	29.7

Table 14 - All Other Trades
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1957-Jan.-Mar. ...	991.3	21.8	198.8	1,211.9	35.8	159.6	195.4
Apr.-June ...	1,178.4	30.0	294.6	1,503.0	38.0	194.3	232.3
July-Sept. ..	1,182.1	27.6	323.5	1,533.2	39.9	218.6	258.5
Oct.-Dec. ...	1,278.5	25.5	288.2	1,592.2	41.2	182.1	223.3
TOTAL	4,630.3	104.9	1,105.1	5,840.3			
1958-Jan.-Mar. ...	1,033.5	27.6	217.6	1,278.7	39.1	163.6	202.7
Apr.-June (r)	1,240.1	27.6	313.1	1,580.8	40.5	204.9	245.4
July-Sept.(p)	1,240.4	20.9	328.3	1,589.6	42.3	224.5	266.8
Percentage Composition							
1957-Jan.-Mar. ...	81.9	2.0	16.1	100.0	18.3	81.7	100.0
Apr.-June ...	78.3	2.0	19.7	100.0	16.4	83.6	100.0
July-Sept. ..	77.1	1.8	21.1	100.0	15.4	84.6	100.0
Oct.-Dec. ...	80.3	1.6	18.1	100.0	18.5	81.5	100.0
1958-Jan.-Mar. ...	81.4	1.5	17.1	100.0	19.3	80.7	100.0
Apr.-June (r)	78.5	1.6	19.9	100.0	16.5	83.5	100.0
July-Sept.(p)	78.0	1.3	20.7	100.0	16.3	83.7	100.0

(r) Revised

(p) Preliminary

CATALOGUE No.

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MONTHLY ?

Quarterly

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RETAIL CREDIT

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RETAIL CREDIT

Estimated credit sales for the last quarter of 1958 showed an increase of \$91 million over the third quarter and an increase of \$41 million over the fourth quarter of 1957. This increase occurred mainly in charge sales, instalment sales showing a decrease of \$24 million from the fourth quarter of 1957. The trades in which the largest increases occurred are Department Stores, Clothing Stores and Jewellery Stores. Instalment sales of Motor Vehicle Dealers decreased by 20 per cent from last quarter and by 10 per cent from last year and credit sales of Fuel Dealers and Furniture, Appliance and Radio Stores also decreased from last year.

Accounts receivable at December 31, 1958, reached \$1,061.9 million, \$55 million more than the balances at September 30, 1958, and \$47 million over those at December 31, 1957. Most trades participated in this increase, the only notable exception being Motor Vehicle Dealers.

This report contains final revisions to the sales estimates for 1957 based on completed data covering establishment "births" and "deaths" and preliminary revisions for the first three quarters of 1958 necessitated by changes in the 1957 figures. (No adjustments are made for seasonal fluctuation, price changes and differences in number of shopping days.)

Instalment Sales - credit sales made under conditional agreements. The cash down-payments, trade-in allowances and retailers' service charges are included in the value of sales estimates. Effective the first quarter of 1957, sales made on other deferred payment plans, such as revolving credit and budgeted charge accounts, are also included.

Charge Account Sales - credit sales other than instalment sales. Effective the first quarter of 1957, deferred payment plans, such as revolving credit and budgeted charge accounts, are excluded.

Cash Sales - cash and C.O.D. sales excluding cash receipts related to instalment and charge sales (e.g., payments on customers' accounts, cash down-payments on credit sales and cash received from the sale of instalment paper).

Instalment Receivables exclude contingent liabilities on paper sold to finance companies and banks.

Kinds of Business by Census Classification
included in the Specified Trades

<u>Department Stores</u>	1. department stores 2. mail order offices of department stores
<u>Motor Vehicle Dealers</u>	1. automobile dealers 2. automobile dealers with wholesale car departments 3. automobile dealers with farm implements
<u>Men's Clothing Stores</u>	1. men's and boys' clothing and furnishings stores 2. men's and boys' furnishings stores 3. men's and boys' hat stores 4. custom tailors
<u>Family Clothing Stores</u>	1. family clothing and furnishings stores
<u>Women's Clothing Stores</u>	1. women's ready-to-wear stores 2. lingerie and hosiery stores 3. accessories and other apparel stores
<u>Jewellery Stores</u>	1. jewellery stores
<u>Grocery and Combination Stores</u>	1. grocery stores without fresh meat 2. grocery stores without fresh meat, with beer 3. combination stores (grocery stores with fresh meat) 4. combination stores, with beer
<u>Hardware Stores</u>	1. hardware stores 2. hardware and farm implement stores
<u>Furniture, Appliance and Radio Stores</u> ...	1. furniture stores 2. furniture and undertaker stores 3. household appliance stores 4. radio stores 5. furniture, radio and appliance stores 6. radio, piano and music stores
<u>Fuel Dealers</u>	1. fuel dealers (other than oil) 2. fuel oil dealers
<u>General Stores</u>	1. general stores (more than one-third food)
<u>Garages and Filling Stations</u>	1. garages 2. filling stations

C R E D I T S A L E SPercentage ChangesTotal All Trades and Selected Trades

Trade	Instalment Sales	Charge Account Sales	Total Credit Sales
	<u>4th qtr. 1958</u> 3rd qtr. 1958	<u>4th qtr. 1958</u> 3rd qtr. 1958	<u>4th qtr. 1958</u> 4th qtr. 1957
TOTAL, ALL TRADES	+ 1.2	+ 9.7	+ 3.1
Department Stores	+48.3	+42.4	+ 7.2
Motor Vehicle Dealers	-20.0	+ 1.1	- 3.0
Men's Clothing Stores	+72.0	+72.8	+ 3.1
Family Clothing Stores	+79.0	+52.4	+17.3
Women's Clothing Stores	+50.0	+33.6	+ 3.1
Hardware Stores	+14.3	0.0	+ 5.5
Furniture, Appliance and Radio Stores	+ 9.3	+18.3	- 6.9
Jewellery Stores	+79.4	+104.2	+14.6
Grocery and Combination (Independent) Stores	n/a	+10.2	+ 2.4
Fuel Dealers	+36.4	+120.6	- 0.8

A C C O U N T S R E C E I V A B L EPercentage ChangesTotal All Trades and Selected Trades

Trade	Instalment Receivables	Charge Account Receivables	Total Receivables
	<u>4th qtr. 1958</u> 3rd qtr. 1958	<u>4th qtr. 1958</u> 3rd qtr. 1958	<u>4th qtr. 1958</u> 4th qtr. 1957
TOTAL, ALL TRADES	+ 8.0	+ 3.4	+ 4.7
Department Stores	+16.0	+35.6	+ 7.7
Motor Vehicle Dealers	-25.4	- 3.3	- 4.8
Men's Clothing Stores	+18.9	+29.1	+ 2.0
Family Clothing Stores	+24.2	+17.6	+ 4.8
Women's Clothing Stores	+23.8	+13.2	0.0
Hardware Stores	+ 7.9	- 3.9	+ 5.0
Furniture, Appliance and Radio Stores	+ 1.8	+ 7.6	- 0.2
Jewellery Stores	+32.2	+63.3	+ 3.4
Grocery and Combination (Independent) Stores	n/a	+ 9.3	- 0.6
Fuel Dealers	+21.4	+68.9	+18.7

**Table 1 - Total, All Trades
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1957-Jan.-Mar.	2,070.2	405.7	743.7	3,219.6	428.6	481.9	910.5
Apr.-June	2,484.2	536.5	866.9	3,887.6	438.1	521.3	959.4
July-Sept. ...	2,376.8	486.6	879.6	3,743.0	445.6	544.5	990.1
Oct.-Dec.	2,616.3	453.3	906.6	3,976.2	485.7	529.1	1,014.2
TOTAL	9,547.5	1,882.1	3,396.8	14,826.4			
1958-Jan.-Mar. (r).	2,177.0	369.8	765.2	3,312.0	450.5	483.2	933.7
Apr.-June (r).	2,592.6	481.6	884.3	3,958.5	452.8	523.5	976.3
July-Sept. (r)	2,467.0	423.9	886.5	3,777.4	458.8	547.9	1,006.7
Oct.-Dec. (p).	2,802.3	429.1	972.7	4,204.1	495.5	566.4	1,061.9
TOTAL	10,038.9	1,704.4	3,508.7	15,252.0			
Percentage Composition							
1957-Jan.-Mar.	64.3	12.6	23.1	100.0	47.0	53.0	100.0
Apr.-June	63.9	13.7	22.4	100.0	45.6	54.4	100.0
July-Sept. ...	63.5	13.0	23.5	100.0	45.0	55.0	100.0
Oct.-Dec.	65.8	11.4	22.8	100.0	47.9	52.1	100.0
AVERAGE	64.4	12.7	22.9	100.0			
1958-Jan.-Mar. (r).	65.7	11.2	23.1	100.0	48.3	51.7	100.0
Apr.-June (r).	65.5	12.2	22.3	100.0	46.4	53.6	100.0
July-Sept. (r)	65.3	11.2	23.5	100.0	45.6	54.4	100.0
Oct.-Dec. (p).	66.7	10.2	23.1	100.0	46.7	53.3	100.0
AVERAGE	65.8	11.2	23.0	100.0			

**Table 2 - Department Stores
Sales and Accounts Receivable**

Period	S a l e s					Accounts Receivable (at end of period)			
	Cash	Instalment		Charge	Total	Instalment		Charge	Total
		C.S.A. ^{1/}	Other ^{2/}			C.S.A. ^{1/}	Other ^{2/}		
Dollar Estimates (in millions)									
1957-									
Jan.-Mar. ..	157.4	39.2	12.1	39.2	247.9	149.3	27.1	38.1	214.5
Apr.-June ..	193.9	50.0	13.9	50.9	308.7	150.3	28.5	41.9	220.7
July-Sept. ..	180.4	53.2	11.4	47.4	292.4	153.3	27.5	41.2	222.0
Oct.-Dec. ..	268.3	76.2	20.3	68.0	432.8	172.9	36.0	52.7	261.6
TOTAL	800.0	218.6	57.7	205.5	1,281.8				
1958-									
Jan.-Mar. (r)	163.6	44.1	10.5	44.0	262.2	161.6	30.8	38.8	231.2
Apr.-June (r)	196.4	53.7	13.6	52.1	315.8	162.4	28.7	39.7	230.8
July-Sept. (r)	184.3	55.9	13.4	51.6	305.2	164.0	28.7	43.0	235.7
Oct.-Dec. (p)	282.0	80.1	22.7	73.5	458.3	186.5	37.0	58.3	281.8
TOTAL	826.3	233.8	60.2	221.2	1,341.5				

(r) Revised
(p) Preliminary

^{1/} Conditional-sale agreements
^{2/} Other deferred payment plans

**Table 3 - Motor Vehicle Dealers
Sales and Accounts Receivable**

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Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1957-Jan.-Mar.	203.8	246.0	144.4	594.2	24.5	80.5	105.0
Apr.-June	280.1	345.2	159.2	784.5	27.2	86.7	113.9
July-Sept. ...	165.2	297.0	154.1	616.3	26.8	84.1	110.9
Oct.-Dec.	139.2	213.9	135.3	488.4	23.4	75.8	99.2
TOTAL	788.3	1,102.1	593.0	2,483.4			
1958-Jan.-Mar.	217.1	217.7	133.6	568.4	22.9	76.3	99.2
Apr.-June	281.4	299.7	151.7	732.8	24.8	80.2	105.0
July-Sept. (r)	172.5	240.8	144.4	557.7	23.6	79.4	103.0
Oct.-Dec. (p).	193.3	192.6	146.0	531.9	17.6	76.8	94.4
TOTAL	864.3	950.8	575.7	2,390.8			
Percentage Composition							
1957-Jan.-Mar.	34.3	41.4	24.3	100.0	23.4	76.6	100.0
Apr.-June	35.6	44.0	20.4	100.0	23.9	76.1	100.0
July-Sept. ...	26.8	48.2	25.0	100.0	24.1	75.9	100.0
Oct.-Dec.	28.6	43.8	27.6	100.0	23.6	76.4	100.0
1958-Jan.-Mar.	38.2	38.3	23.5	100.0	23.1	76.9	100.0
Apr.-June	38.4	40.9	20.7	100.0	23.6	76.4	100.0
July-Sept. (r)	30.9	43.2	25.9	100.0	22.9	77.1	100.0
Oct.-Dec. (p).	36.3	36.2	27.5	100.0	18.6	81.4	100.0

**Table 4 - Men's Clothing Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1957-Jan.-Mar.	37.0	2.6	10.1	49.7	3.7	9.1	12.8
Apr.-June	42.4	3.4	12.4	58.2	3.9	9.5	13.4
July-Sept. ...	38.6	2.7	9.7	51.0	3.7	8.4	12.1
Oct.-Dec.	56.9	4.3	15.3	76.5	4.6	10.6	15.2
TOTAL	174.9	13.0	47.5	235.4			
1958-Jan.-Mar.	37.6	2.8	10.2	50.6	4.0	9.4	13.4
Apr.-June	41.7	3.1	11.8	56.6	4.0	9.3	13.3
July-Sept. (r)	38.9	2.5	9.2	50.6	3.7	8.6	12.3
Oct.-Dec. (p).	57.7	4.3	15.9	77.9	4.4	11.1	15.5
TOTAL	175.9	12.7	47.1	235.7			
Percentage Composition							
1957-Jan.-Mar.	74.5	5.1	20.4	100.0	28.9	71.1	100.0
Apr.-June	72.9	5.8	21.3	100.0	29.1	70.9	100.0
July-Sept. ...	75.6	5.4	19.0	100.0	30.6	69.4	100.0
Oct.-Dec.	74.4	5.6	20.0	100.0	30.2	69.8	100.0
1958-Jan.-Mar.	74.4	5.5	20.1	100.0	29.9	70.1	100.0
Apr.-June	73.6	5.5	20.9	100.0	29.9	70.1	100.0
July-Sept. (r)	76.2	5.1	18.7	100.0	29.8	70.2	100.0
Oct.-Dec. (p).	74.1	5.5	20.4	100.0	28.3	71.7	100.0

(r) Revised

(p) Preliminary

**Table 5 - Family Clothing Stores
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1957-Jan.-Mar.	26.5	5.1	8.0	39.6	9.1	8.7	17.8
Apr.-June	37.9	7.0	9.8	54.7	9.1	8.8	17.9
July-Sept. ...	34.5	5.5	9.0	49.0	8.8	9.2	18.0
Oct.-Dec.	51.3	9.4	13.7	74.4	11.2	9.6	20.8
TOTAL	150.2	27.0	40.5	217.7			
1958-Jan.-Mar.	28.0	5.0	8.2	41.2	9.7	8.1	17.8
Apr.-June	36.2	6.9	11.3	54.4	9.7	8.1	17.8
July-Sept. (r)	32.7	6.2	10.5	49.4	9.5	8.5	18.0
Oct.-Dec. (p).	49.7	11.1	16.0	76.8	11.8	10.0	21.8
TOTAL	146.6	29.2	46.0	221.8			
Percentage Composition							
1957-Jan.-Mar.	67.0	12.9	20.1	100.0	51.1	48.9	100.0
Apr.-June	69.2	12.8	18.0	100.0	50.8	49.2	100.0
July-Sept. ...	70.4	11.3	18.3	100.0	48.9	51.1	100.0
Oct.-Dec.	68.9	12.7	18.4	100.0	53.9	46.1	100.0
1958-Jan.-Mar.	67.9	12.2	19.9	100.0	54.6	45.4	100.0
Apr.-June	66.5	12.7	20.8	100.0	54.4	45.6	100.0
July-Sept. (r)	67.3	12.2	20.5	100.0	52.6	47.4	100.0
Oct.-Dec. (p).	64.7	14.5	20.8	100.0	54.1	45.9	100.0

**Table 6 - Women's Clothing Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1957-Jan.-Mar.	36.3	2.2	11.2	49.7	2.5	8.4	10.9
Apr.-June	51.2	2.6	13.8	67.6	2.5	8.0	10.5
July-Sept. ...	45.3	2.3	13.1	60.7	2.5	8.7	11.2
Oct.-Dec.	59.9	3.3	15.8	79.0	3.1	9.8	12.9
TOTAL	192.7	10.4	53.9	257.0			
1958-Jan.-Mar.	40.3	1.8	11.9	54.0	2.3	8.8	11.1
Apr.-June	51.6	2.3	13.8	67.7	2.1	8.6	10.7
July-Sept. (r)	46.9	2.0	12.5	61.4	2.1	9.1	11.2
Oct.-Dec. (p).	63.5	3.0	16.7	83.2	2.6	10.3	12.9
TOTAL	202.3	9.1	54.9	266.3			
Percentage Composition							
1957-Jan.-Mar.	73.0	4.4	22.6	100.0	22.9	77.1	100.0
Apr.-June	75.7	3.9	20.4	100.0	23.8	76.2	100.0
July-Sept. ...	74.6	3.8	21.6	100.0	22.3	77.7	100.0
Oct.-Dec.	75.8	4.2	20.0	100.0	23.8	76.2	100.0
1958-Jan.-Mar.	74.6	3.4	22.0	100.0	20.5	79.5	100.0
Apr.-June	76.2	3.4	20.4	100.0	19.8	80.2	100.0
July-Sept. (r)	76.0	3.2	20.8	100.0	18.8	81.2	100.0
Oct.-Dec. (p).	76.3	3.6	20.1	100.0	20.1	79.9	100.0

(r) Revised

(p) Preliminary

**Table 7 - Hardware Stores
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1957-Jan.-Mar.	31.4	2.6	18.2	52.2	5.2	21.3	26.5
Apr.-June	48.6	3.4	28.6	80.6	5.4	24.6	30.0
July-Sept. ...	51.8	3.2	27.1	82.1	5.6	24.9	30.5
Oct.-Dec.	56.4	3.6	27.5	87.5	5.8	24.1	29.9
TOTAL	188.2	12.8	101.4	302.4			
1958-Jan.-Mar.	32.9	2.8	18.9	54.6	5.5	20.8	26.3
Apr.-June	51.7	3.7	29.1	84.5	5.8	24.6	30.4
July-Sept. (r)	52.7	3.5	28.8	85.0	6.3	25.6	31.9
Oct.-Dec. (p).	59.7	4.0	28.8	92.5	6.8	24.6	31.4
TOTAL	197.0	14.0	105.6	316.6			
Percentage Composition							
1957-Jan.-Mar.	60.3	4.8	34.9	100.0	14.8	85.2	100.0
Apr.-June	60.3	4.2	35.5	100.0	17.9	82.1	100.0
July-Sept. ...	63.1	3.9	33.0	100.0	18.4	81.6	100.0
Oct.-Dec.	64.5	4.1	31.4	100.0	19.6	80.4	100.0
1958-Jan.-Mar.	60.3	5.1	34.6	100.0	21.0	79.0	100.0
Apr.-June	61.2	4.4	34.4	100.0	19.2	80.8	100.0
July-Sept. (r)	62.5	4.2	33.3	100.0	19.8	80.2	100.0
Oct.-Dec. (p).	64.5	4.4	31.1	100.0	21.6	78.4	100.0

**Table 8 - Furniture, Appliance and Radio Stores
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1957-Jan.-Mar.	40.3	56.8	25.0	122.1	155.6	22.8	178.4
Apr.-June	41.6	67.3	27.9	136.8	159.4	24.2	183.6
July-Sept. ...	39.0	75.5	29.6	144.1	163.9	25.0	188.9
Oct.-Dec.	51.4	79.5	33.4	164.3	169.4	25.7	195.1
TOTAL	172.3	279.1	115.9	567.3			
1958-Jan.-Mar.	40.9	59.0	24.3	124.2	159.7	23.5	183.2
Apr.-June	44.2	64.7	26.2	135.1	160.7	23.6	184.3
July-Sept. (r)	47.4	66.6	27.3	141.3	164.9	25.1	190.0
Oct.-Dec. (p).	58.1	72.8	32.3	163.2	167.8	27.0	194.8
TOTAL	190.6	263.1	110.1	563.8			
Percentage Composition							
1957-Jan.-Mar.	33.0	46.5	20.5	100.0	87.2	12.8	100.0
Apr.-June	30.4	49.2	20.4	100.0	86.8	13.2	100.0
July-Sept. ...	27.1	52.4	20.5	100.0	86.8	13.2	100.0
Oct.-Dec.	31.3	48.4	20.3	100.0	86.8	13.2	100.0
1958-Jan.-Mar.	32.9	47.5	19.6	100.0	87.2	12.8	100.0
Apr.-June	32.7	47.9	19.4	100.0	87.2	12.8	100.0
July-Sept. (r)	30.1	49.8	20.1	100.0	86.8	13.2	100.0
Oct.-Dec. (p).	35.6	44.6	19.8	100.0	86.1	13.9	100.0

**Table 9 - Jewellery Stores
Sales and Accounts Receivable**

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1957-Jan.-Mar. ...	14.4	5.0	4.1	23.5	12.8	5.6	18.4
Apr.-June ...	17.5	6.8	4.9	29.2	12.3	5.2	17.5
July-Sept. ..	17.8	6.9	4.5	29.2	11.9	5.0	16.9
Oct.-Dec. ...	29.8	10.9	8.3	49.0	15.8	7.4	23.2
TOTAL	79.5	29.6	21.8	130.9			
1958-Jan.-Mar. ...	14.2	5.2	3.9	23.3	13.3	4.9	18.2
Apr.-June ...	17.2	6.6	5.3	29.1	12.6	5.0	17.6
July-Sept.(r)	17.9	6.8	4.8	29.5	12.1	4.9	17.0
Oct.-Dec. (p)	28.4	12.2	9.8	50.4	16.0	8.0	24.0
TOTAL	77.7	30.8	23.8	132.3			
Percentage Composition							
1957-Jan.-Mar. ...	61.2	21.3	17.5	100.0	69.8	30.2	100.0
Apr.-June ...	59.8	23.3	16.9	100.0	70.2	29.8	100.0
July-Sept. ..	61.0	23.5	15.5	100.0	70.6	29.4	100.0
Oct.-Dec. ...	60.9	22.1	17.0	100.0	67.9	32.1	100.0
1958-Jan.-Mar. ...	60.8	22.4	16.8	100.0	73.1	26.9	100.0
Apr.-June ...	59.1	22.8	18.1	100.0	71.5	28.5	100.0
July-Sept.(r)	60.6	23.2	16.2	100.0	71.6	28.4	100.0
Oct.-Dec. (p)	56.5	24.2	19.3	100.0	66.7	33.3	100.0

Table 10 - Grocery and Combination Stores (Independent)

Sales and Accounts Receivable
(in millions of dollars)

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
1957-Jan.-Mar.	293.1	76.7	89.1	23.3	382.2	32.5
Apr.-June	314.2	75.9	99.8	24.1	414.0	34.1
July-Sept.	329.2	77.7	94.5	22.3	423.7	33.9
Oct.-Dec.	332.8	76.9	100.0	23.1	432.8	35.4
TOTAL	1,269.3		383.4		1,652.7	
1958-Jan.-Mar.	315.8	78.3	87.5	21.7	403.3	31.5
Apr.-June	344.0	78.1	96.5	21.9	440.5	32.4
July-Sept. (r)	346.0	78.6	92.9	21.4	438.9	32.2
Oct.-Dec. (p)	346.1	77.2	102.4	22.8	448.5	35.2
TOTAL	1,351.9		379.3		1,731.2	

(r) Revised

(p) Preliminary

Table 11 - Fuel Dealers
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1957-Jan.-Mar.	26.4	1.9	92.9	121.2	2.7	41.8	44.5
Apr.-June	11.7	0.7	42.1	54.5	1.2	27.6	28.8
July-Sept. ...	7.5	1.0	39.1	47.6	1.4	26.7	28.1
Oct.-Dec.	9.5	1.3	87.6	98.4	1.5	40.2	41.7
TOTAL	55.1	4.9	261.7	321.7			
1958-Jan.-Mar.	18.1	0.8	96.4	115.3	1.4	43.7	45.1
Apr.-June	7.5	0.6	41.7	49.8	1.3	29.5	30.8
July-Sept. (r)	3.2	1.1	39.3	43.6	1.4	28.3	29.7
Oct.-Dec. (p).	17.2	1.5	86.8	105.5	1.7	47.8	49.5
TOTAL	46.0	4.0	264.2	314.2			
Percentage Composition							
1957-Jan.-Mar.	21.8	1.6	76.6	100.0	6.1	93.9	100.0
Apr.-June	21.5	1.3	77.2	100.0	4.2	95.8	100.0
July-Sept. ...	15.7	2.2	82.1	100.0	5.0	95.0	100.0
Oct.-Dec.	9.7	1.3	89.0	100.0	3.6	96.4	100.0
1958-Jan.-Mar.	15.7	0.7	83.6	100.0	3.1	96.9	100.0
Apr.-June	15.1	1.2	83.7	100.0	4.1	95.9	100.0
July-Sept. (r)	10.2	2.6	87.2	100.0	4.8	95.2	100.0
Oct.-Dec. (p).	16.3	1.5	82.2	100.0	3.5	96.5	100.0

Table 12 - General Stores

Sales and Accounts Receivable
(in millions of dollars)

Period	Sales					Accounts Receivable
	Cash		Credit		Total	
	Amount	%	Amount	%	Amount	
1957-Jan.-Mar.	79.9	67.1	39.2	32.9	119.1	25.9
Apr.-June	105.0	68.7	47.9	31.3	152.9	27.3
July-Sept.	110.2	69.2	49.0	30.8	159.2	28.1
Oct.-Dec.	119.0	72.4	45.3	27.6	164.3	26.6
TOTAL	414.1		181.4		595.5	
1958-Jan.-Mar.	85.9	70.4	36.1	29.6	122.0	25.1
Apr.-June	117.3	72.2	45.1	27.8	162.4	28.0
July-Sept. (r)	117.3	71.6	47.3	28.4	164.6	29.7
Oct.-Dec. (p)	128.1	72.6	48.3	27.4	176.4	29.0
TOTAL	448.6		176.8		625.4	

(r) Revised

(p) Preliminary

Table 13 - Garages and Filling Stations
Sales and Accounts Receivable
(in millions of dollars)

Period	Sales					Accounts Receivable
	Cash		Credit		Total	
	Amount	%	Amount	%	Amount	
1957-Jan.-Mar.	141.9	68.8	64.4	31.2	206.3	27.9
Apr.-June	166.6	68.6	76.3	31.4	242.9	29.4
July-Sept.	174.1	68.4	80.4	31.6	254.5	31.0
Oct.-Dec.	159.5	67.4	77.1	32.6	236.6	29.3
TOTAL	642.1		298.2		940.3	
1958-Jan.-Mar.	140.5	66.1	72.1	33.9	212.6	28.9
Apr.-June	162.1	65.7	84.6	34.3	246.7	29.8
July-Sept. (r)	172.9	66.5	85.8	33.5	258.7	30.2
Oct.-Dec. (p)	168.7	66.7	84.1	33.3	252.8	28.8
TOTAL	644.2		326.6		970.8	

Table 14 - All Other Trades
Sales and Accounts Receivable

Period	Sales				Accounts Receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1957-Jan.-Mar. ...	991.3	21.8	198.8	1,211.9	35.8	159.6	195.4
Apr.-June ...	1,178.4	30.0	294.6	1,503.0	38.0	194.3	232.3
July-Sept. ...	1,182.1	27.6	323.5	1,533.2	39.9	218.6	258.5
Oct.-Dec. ...	1,278.5	25.5	288.2	1,592.2	41.2	182.1	223.3
TOTAL	4,630.3	104.9	1,105.1	5,840.3			
1958-Jan.-Mar. (r)	1,042.1	19.3	218.9	1,280.3	39.1	163.6	202.7
Apr.-June (r)	1,241.3	25.2	316.6	1,583.1	40.5	204.9	245.4
July-Sept. (r)	1,234.3	23.4	333.8	1,591.5	42.3	223.7	266.0
Oct.-Dec. (p)	1,349.8	23.6	313.3	1,686.7	43.0	199.8	242.8
TOTAL	4,867.5	91.5	1,182.6	6,141.6			
Percentage Composition							
1957-Jan.-Mar. ...	81.9	2.0	16.1	100.0	18.3	81.7	100.0
Apr.-June ...	78.3	2.0	19.7	100.0	16.4	83.6	100.0
July-Sept. ...	77.1	1.8	21.1	100.0	15.4	84.6	100.0
Oct.-Dec. ...	80.3	1.6	18.1	100.0	18.5	81.5	100.0
1958-Jan.-Mar. ...	81.4	1.5	17.1	100.0	19.3	80.7	100.0
Apr.-June (r)	78.4	1.6	20.0	100.0	16.5	83.5	100.0
July-Sept. (r)	78.0	1.3	20.7	100.0	16.3	83.7	100.0
Oct.-Dec. (p)	80.0	1.4	18.6	100.0	17.7	82.3	100.0

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RETAIL CREDIT

FIRST QUARTER, 1959 — 4th quarter, 1959.

Published by Authority of

The Honourable Gordon Churchill, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

RETAIL CREDIT

Estimates of credit sales and accounts receivable have been published for some ten years on a quarterly basis by the Dominion Bureau of Statistics. Quarterly reporting by a sample of retail stores has been the basis for this series. Recently, an annual survey of a much larger sample of stores has been undertaken which includes information on credit sales and accounts receivable. From this study, more reliable estimates will be available on this subject, but on an annual basis. To accomplish this, it is necessary to reduce the work on the current quarterly series; after some discussion with major users of the report, it was decided that the sales portion of the survey was of doubtful value. Credit sales, as previously contained in this report, included trade-in allowances and cash down payments and, as such, did not represent actual credit granted. Any change in credit extended or in consumer indebtedness is best measured by the item "accounts outstanding." For this reason, this quarterly survey has been reduced to a measurement of accounts receivable on the books of retail dealers at the end of the quarter.

The main purpose of this survey has been to measure the extent of consumer credit; government use of the information is mainly confined to this sector, for which estimates of credit extended by lumber dealers and farm implement dealers were not included. These trades, which extend credit largely to commercial users, have now been excluded from this report. This change will be reflected in the "all other trades" category and "total, all trades." As a measurement of consumer credit, no useful purpose would be served by continuing to survey these kinds of business.

Accounts receivable under the title "Retail Credit" represent the amount outstanding on the books of retailers. They do not include contingent liabilities on paper sold to finance companies and banks. No adjustments are made for seasonal fluctuations or price changes.

Accounts receivable on the books of retailers amounted to an estimated \$865,600,000 at March 31. This was seasonally lower than the December 31 figure but represented an increase of 4.5 per cent over the amount outstanding at March 31, 1958. Department stores carry the most credit on their books with a total of \$247,900,000 at March 31, 1959. The bulk of receivables originating from instalment credit granted by motor vehicle dealers remains on the books of sales finance companies or other lending institutions.

The largest percentage gain in accounts receivable occurred in the fuel business where the total was 16.0 per cent above that a year ago. For all trades combined, there was only a nominal gain in instalment receivables (+2.4 per cent) but a more substantial one for charge accounts (+6.8 per cent).

Percentage Change in Accounts Receivable
on the Books of Retailers

March 31, 1959, over March 31, 1958.

<u>Trade</u>	<u>Instalment Receivables</u>	<u>Charge Account Receivables</u>	<u>Total Receivables</u>
TOTAL, ALL TRADES	+ 2.4	+ 6.8	+ 4.5
Department Stores	+ 6.8	+ 9.3	+ 7.2
Motor Vehicle Dealers	-21.0	+ 5.1	- 0.9
Men's Clothing Stores	- 2.5	+ 2.1	+ 0.7
Family Clothing Stores	+ 8.2	+ 6.2	+ 7.3
Women's Clothing Stores	- 4.3	+ 5.7	+ 3.6
Hardware Stores	+20.0	+ 5.8	+ 8.7
Furniture, Appliance and Radio Stores	+ 0.9	+ 4.3	+ 1.4
Jewellery Stores	0.0	0.0	0.0
Grocery and Combination (Independent) Stores .	n/a	+ 6.0	+ 6.0
Fuel Dealers	+14.3	+16.0	+16.0

Accounts Receivable - Retail Trade

(dollar estimates in millions)

	Amount			Percentage Composition		
	Instalment	Charge	Total	Instalment	Charge	Total
	\$	\$	\$	%	%	%
<u>Total, All Trades</u>						
<u>1958</u>						
March 31	444.3	384.4	828.7	53.6	46.4	100.0
June 30	445.3	396.1	841.4	52.9	47.1	100.0
September 30	451.2	407.1	858.3	52.6	47.4	100.0
December 31 (r) ...	489.6	447.6	937.2	52.2	47.8	100.0
<u>1959</u>						
March 31 (p)	454.9	410.7	865.6	52.6	47.4	100.0
<u>Motor Vehicle Dealers</u>						
<u>1958</u>						
March 31	22.9	76.3	99.2	23.1	76.9	100.0
June 30	24.8	80.2	105.0	23.6	76.4	100.0
September 30	23.6	79.4	103.0	22.9	77.1	100.0
December 31 (r) ...	17.8	76.6	94.4	18.9	81.1	100.0
<u>1959</u>						
March 31 (p)	18.1	80.2	98.3	18.4	81.6	100.0
<u>Men's Clothing Stores</u>						
<u>1958</u>						
March 31	4.0	9.4	13.4	29.9	70.1	100.0
June 30	4.0	9.3	13.3	29.9	70.1	100.0
September 30	3.7	8.6	12.3	29.8	70.2	100.0
December 31 (r) ...	4.4	11.0	15.4	28.4	71.6	100.0
<u>1959</u>						
March 31 (p)	3.9	9.6	13.5	29.1	70.9	100.0
<u>Family Clothing Stores</u>						
<u>1958</u>						
March 31	9.7	8.1	17.8	54.6	45.4	100.0
June 30	9.7	8.1	17.8	54.4	45.6	100.0
September 30	9.5	8.5	18.0	52.6	47.4	100.0
December 31 (r) ...	11.8	9.9	21.7	54.3	45.7	100.0
<u>1959</u>						
March 31 (p)	10.5	8.6	19.1	55.0	45.0	100.0

(r) Revised

(p) Preliminary

Accounts Receivable - Retail Trade
(dollar estimates in millions)

	Amount			Percentage Composition		
	Instalment	Charge	Total	Instalment	Charge	Total
	\$	\$	\$	%	%	%
<u>Women's Clothing Stores</u>						
<u>1958</u>						
March 31	2.3	8.8	11.1	20.5	79.5	100.0
June 30	2.1	8.6	10.7	19.8	80.2	100.0
September 30	2.1	9.1	11.2	18.8	81.2	100.0
December 31 (r) ...	2.6	10.3	12.9	19.8	80.2	100.0
<u>1959</u>						
March 31 (p)	2.2	9.3	11.5	19.3	80.7	100.0
<u>Hardware Stores</u>						
<u>1958</u>						
March 31	5.5	20.8	26.3	21.0	79.0	100.0
June 30	5.8	24.6	30.4	19.2	80.8	100.0
September 30	6.3	25.6	31.9	19.8	80.2	100.0
December 31 (r) ...	6.8	25.0	31.8	21.5	78.5	100.0
<u>1959</u>						
March 31 (p)	6.6	22.0	28.6	23.2	76.8	100.0
<u>Furniture, Appliance and Radio Stores</u>						
<u>1958</u>						
March 31	159.7	23.5	183.2	87.2	12.8	100.0
June 30	160.7	23.6	184.3	87.2	12.8	100.0
September 30	164.9	25.1	190.0	86.8	13.2	100.0
December 31 (r) ...	169.6	27.0	196.6	86.3	13.7	100.0
<u>1959</u>						
March 31 (p)	161.2	24.5	185.7	86.8	13.2	100.0
<u>Jewellery Stores</u>						
<u>1958</u>						
March 31	13.3	4.9	18.2	73.1	26.9	100.0
June 30	12.6	5.0	17.6	71.5	28.5	100.0
September 30	12.1	4.9	17.0	71.6	28.4	100.0
December 31 (r) ...	16.0	7.9	23.9	67.0	33.0	100.0
<u>1959</u>						
March 31 (p)	13.3	4.9	18.2	72.8	27.2	100.0
<u>Fuel Dealers</u>						
<u>1958</u>						
March 31	1.4	43.7	45.1	3.1	96.9	100.0
June 30	1.3	29.5	30.8	4.1	95.9	100.0
September 30	1.4	28.3	29.7	4.8	95.2	100.0
December 31 (r) ...	1.6	47.3	48.9	3.4	96.6	100.0
<u>1959</u>						
March 31 (p)	1.6	50.7	52.3	3.1	96.9	100.0

(r) Revised

(p) Preliminary

Accounts Receivable - Retail Trade
(dollar estimates in millions)

7

Department Stores

	Amount				Percentage Composition			
	Instalment		Charge	Total	Instalment		Charge	Total
	C.S.A. ^{1/}	Other ^{2/}			C.S.A. ^{1/}	Other ^{2/}		
	\$	\$	\$	\$	%	%	%	%
<u>1958</u>								
March 31	161.6	30.8	38.8	231.2	69.9	13.3	16.8	100.0
June 30	162.4	28.7	39.7	230.8	70.4	12.4	17.2	100.0
September 30.	164.0	28.7	43.0	235.7	69.6	12.2	18.2	100.0
December 31(r)	186.5	37.1	58.2	281.8	66.2	13.2	20.6	100.0
<u>1959</u>								
March 31 (p).	173.1	32.4	42.4	247.9	69.8	13.1	17.1	100.0

1/ Conditional-sale agreements

2/ Other deferred payment plans

Grocery and Combination
Stores (Independent)

	Charge
	\$
<u>1958</u>	
March 31	31.5
June 30	32.4
September 30.	32.2
December 31(r)	35.3
<u>1959</u>	
March 31 (p).	33.4

General Stores

	Charge
	\$
<u>1958</u>	
March 31	25.1
June 30	28.0
September 30.	29.5
December 31 (r)	29.0
<u>1959</u>	
March 31 (p).	27.4

Garages and
Filling Stations

	Charge
	\$
<u>1958</u>	
March 31	28.9
June 30	29.8
September 30.	30.2
December 31 (r)	28.6
<u>1959</u>	
March 31 (p).	27.3

All Other Trades

	Amount			Percentage Composition		
	Instalment	Charge	Total	Instalment	Charge	Total
	\$	\$	\$	%	%	%
<u>1958</u>						
March 31	32.9	64.8	97.7	33.7	66.3	100.0
June 30	33.0	77.5	110.5	29.9	70.1	100.0
September 30	34.7	82.9	117.6	29.5	70.5	100.0
December 31 (r) ...	35.1	81.8	116.9	30.0	70.0	100.0
<u>1959</u>						
March 31 (p)	31.7	70.7	102.4	31.0	69.0	100.0

(r) Revised

(p) Preliminary

CATALOGUE No.

63-006

QUARTERLY



CANADA



RETAIL CREDIT

SECOND QUARTER, 1959

Published by Authority of

The Honourable Gordon Churchill, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS

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RETAIL CREDIT

Retail credit, as measured by accounts outstanding on the books of retail dealers, rose 4.3 per cent at June 30, 1959 over the same date a year earlier. The \$877.6 million was comprised of \$457.4 million instalment accounts receivable and \$420.2 million charge accounts. Instalment receivables on the books of motor vehicle dealers and the amount owing to garages and filling stations were below last year's level. All other trades had more outstanding at June 30, 1959 than at June 30, 1958; the percentage increases ranged downward from 11.4 per cent for fuel dealers, 10.9 per cent for hardware stores and 8.0 per cent for department stores.

The totals of accounts receivable shown in this second quarter report 1959 are comparable to the first quarter report in that lumber and building material dealers and farm implement dealers have not been included.

Percentage Change in Accounts Receivable

on the Books of Retailers

June 30, 1959, over June 30, 1958

Trade	Instalment Receivables	Charge Account Receivables	Total Receivables
TOTAL, ALL TRADES	+ 2.7	+ 6.1	+ 4.3
Department Stores	+ 7.3	+11.3	+ 8.0
Motor Vehicle Dealers	-21.8	+ 7.7	+ 0.8
Men's Clothing Stores	+ 2.5	+ 6.5	+ 5.3
Family Clothing Stores	+ 8.2	+ 6.2	+ 7.3
Women's Clothing Stores	+19.0	+ 4.7	+ 7.5
Hardware Stores	+25.9	+ 7.3	+10.9
Furniture, Appliance and Radio Stores	+ 1.1	+ 9.3	+ 2.1
Jewellery Stores	+ 1.6	+ 2.0	+ 1.7
Fuel Dealers	+23.1	+10.8	+11.4
Grocery and Combination (Independent) Stores ..	n/a	+ 6.8	+ 6.8
General Stores	n/a	+ 5.0	+ 5.0
Garages and Filling Stations	n/a	- 5.0	- 5.0

Accounts Receivable - Retail Trade
(dollar estimates in millions)

Date	Amount			Percentage Composition		
	Instalment	Charge	Total	Instalment	Charge	Total
	\$	\$	\$	%	%	%
	<u>Total, All Trades</u>					
1958 - March 31	444.3	384.4	828.7	53.6	46.4	100.0
June 30	445.3	396.1	841.4	52.9	47.1	100.0
Sept. 30	451.2	407.1	858.3	52.6	47.4	100.0
Dec. 31	489.6	447.6	937.2	52.2	47.8	100.0
1959 - March 31 (r).	454.1	410.9	865.0	52.5	47.5	100.0
June 30	457.4	420.2	877.6	52.1	48.9	100.0
	<u>Motor Vehicle Dealers</u>					
1958 - March 31	22.9	76.3	99.2	23.1	76.9	100.0
June 30	24.8	80.2	105.0	23.6	76.4	100.0
Sept. 30	23.6	79.4	103.0	22.9	77.1	100.0
Dec. 31	17.8	76.6	94.4	18.9	81.1	100.0
1959 - March 31	18.1	80.2	98.3	18.4	81.6	100.0
June 30	19.4	86.4	105.8	18.3	81.7	100.0
	<u>Men's Clothing Stores</u>					
1958 - March 31	4.0	9.4	13.4	29.9	70.1	100.0
June 30	4.0	9.3	13.3	29.9	70.1	100.0
Sept. 30	3.7	8.6	12.3	29.8	70.2	100.0
Dec. 31	4.4	11.0	15.4	28.4	71.6	100.0
1959 - March 31	3.9	9.6	13.5	29.1	70.9	100.0
June 30	4.1	9.9	14.0	29.3	70.7	100.0
	<u>Family Clothing Stores</u>					
1958 - March 31	9.7	8.1	17.8	54.6	45.4	100.0
June 30	9.7	8.1	17.8	54.4	45.6	100.0
Sept. 30	9.5	8.5	18.0	52.6	47.4	100.0
Dec. 31	11.8	9.9	21.7	54.3	45.7	100.0
1959 - March 31	10.5	8.6	19.1	55.0	45.0	100.0
June 30	10.5	8.6	19.1	55.1	44.9	100.0

(r) Revised

Accounts Receivable - Retail Trade
(dollar estimates in millions)

Date	Amount			Percentage Composition		
	Instalment	Charge	Total	Instalment	Charge	Total
	\$	\$	\$	%	%	%
<u>Women's Clothing Stores</u>						
1958 - March 31	2.3	8.8	11.1	20.5	79.5	100.0
June 30	2.1	8.6	10.7	19.8	80.2	100.0
Sept. 30	2.1	9.1	11.2	18.8	81.2	100.0
Dec. 31	2.6	10.3	12.9	19.8	80.2	100.0
1959 - March 31	2.2	9.3	11.5	19.3	80.7	100.0
June 30	2.5	9.0	11.5	21.4	78.6	100.0
<u>Hardware Stores</u>						
1958 - March 31	5.5	20.8	26.3	21.0	79.0	100.0
June 30	5.8	24.6	30.4	19.2	80.8	100.0
Sept. 30	6.3	25.6	31.9	19.8	80.2	100.0
Dec. 31	6.8	25.0	31.8	21.5	78.5	100.0
1959 - March 31	6.6	22.0	28.6	23.2	76.8	100.0
June 30	7.3	26.4	33.7	21.7	78.3	100.0
<u>Furniture, Appliance and Radio Stores</u>						
1958 - March 31	159.7	23.5	183.2	87.2	12.8	100.0
June 30	160.7	23.6	184.3	87.2	12.8	100.0
Sept. 30	164.9	25.1	190.0	86.8	13.2	100.0
Dec. 31	169.6	27.0	196.6	86.3	13.7	100.0
1959 - March 31	161.2	24.5	185.7	86.8	13.2	100.0
June 30	162.4	25.8	188.2	86.3	13.7	100.0
<u>Jewellery Stores</u>						
1958 - March 31	13.3	4.9	18.2	73.1	26.9	100.0
June 30	12.6	5.0	17.6	71.5	28.5	100.0
Sept. 30	12.1	4.9	17.0	71.6	28.4	100.0
Dec. 31	16.0	7.9	23.9	67.0	33.0	100.0
1959 - March 31	13.3	4.9	18.2	72.8	27.2	100.0
June 30	12.8	5.1	17.9	71.3	28.7	100.0
<u>Fuel Dealers</u>						
1958 - March 31	1.4	43.7	45.1	3.1	96.9	100.0
June 30	1.3	29.5	30.8	4.1	95.9	100.0
Sept. 30	1.4	28.3	29.7	4.8	95.2	100.0
Dec. 31	1.6	47.3	48.9	3.4	96.6	100.0
1959 - March 31	1.6	50.7	52.3	3.1	96.9	100.0
June 30	1.6	32.7	34.3	4.5	95.5	100.0

Accounts Receivable - Retail Trade
(dollar estimates in millions)

Department Stores

Date	Amount				Percentage Composition			
	Instalment		Charge	Total	Instalment		Charge	Total
	C.S.A. ^{1/}	Other ^{2/}			C.S.A. ^{1/}	Other ^{2/}		
	\$	\$	\$	\$	%	%	%	%
<u>1958</u>								
March 31	161.6	30.8	38.8	231.2	69.9	13.3	16.8	100.0
June 30	162.4	28.7	39.7	230.8	70.4	12.4	17.2	100.0
Sept. 30	164.0	28.7	43.0	235.7	69.6	12.2	18.2	100.0
Dec. 31	186.5	37.1	58.2	281.8	66.2	13.2	20.6	100.0
<u>1959</u>								
March 31 (r) ..	172.6	32.1	42.6	247.3	69.8	13.0	17.2	100.0
June 30	171.8	33.3	44.2	249.3	68.9	13.4	17.7	100.0

^{1/} Conditional-sale agreements

^{2/} Other deferred payment plans

Grocery and Combination
Stores (Independent)

Date	Charge
	\$
<u>1958</u>	
March 31	31.5
June 30	32.4
Sept. 30	32.2
Dec. 31	35.3
<u>1959</u>	
March 31	33.4
June 30	34.6

General Stores

Date	Charge
	\$
<u>1958</u>	
March 31	25.1
June 30	28.0
Sept. 30	29.5
Dec. 31	29.0
<u>1959</u>	
March 31	27.4
June 30	29.4

Garages and
Filling Stations

Date	Charge
	\$
<u>1958</u>	
March 31	28.9
June 30	29.8
Sept. 30	30.2
Dec. 31	28.6
<u>1959</u>	
March 31	27.3
June 30	28.3

All Other Trades

Date	Amount			Percentage Composition		
	Instalment	Charge	Total	Instalment	Charge	Total
	\$	\$	\$	%	%	%
<u>1958</u>						
March 31	32.9	64.8	97.7	33.7	66.3	100.0
June 30	33.0	77.5	110.5	29.9	70.1	100.0
Sept. 30	34.7	82.9	117.6	29.5	70.5	100.0
Dec. 31	35.1	81.8	116.9	30.0	70.0	100.0
<u>1959</u>						
March 31	31.7	70.7	102.4	31.0	69.0	100.0
June 30	31.1	80.4	111.5	27.9	72.1	100.0

(r) Revised

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QUARTERLY

Canada. Statistics Canada



CANADA



RETAIL CREDIT

THIRD QUARTER, 1959

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DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division

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RETAIL CREDIT

Retail credit, as measured by accounts outstanding on the books of retail dealers, rose 4.6 per cent at September 30, 1959 over the same date a year ago. The \$898.1 million was comprised of \$466.4 million in instalment accounts receivable and \$431.7 million in charge accounts receivable. All trades, except motor vehicle dealers, had an increase in outstanding instalment accounts at the end of the third quarter in 1959 as compared to the same date of last year, whereas garages and filling stations and jewellery stores were the only trades to register a decrease in outstanding charge accounts at the same dates. In total credit outstanding, motor vehicle dealers and garages and filling stations showed slight decreases from September 30, 1958; the other trades showed increases ranging from \$0.3 million in Jewellery Stores to \$18.7 million increase in Department Stores.

Accounts receivable shown in this third quarter report are comparable in that the outstandings for lumber and building material dealers and farm implement dealers have been excluded.

Percentage Change in Accounts Receivable

on the Books of Retailers

Sept. 30, 1959 over Sept. 30, 1958

Trade	Instalment Receivables	Charge Account Receivables	Total Receivables
TOTAL, ALL TRADES	+ 3.4	+ 6.0	+ 4.6
Department Stores	+ 8.0	+ 7.4	+ 7.9
Motor Vehicle Dealers	-22.5	+ 6.5	- 0.1
Men's Clothing Stores	+27.0	+ 1.2	+ 8.9
Family Clothing Stores	+10.5	+ 3.5	+ 7.2
Women's Clothing Stores	+23.8	+ 8.8	+11.6
Hardware Stores	+27.0	+ 5.9	+10.0
Furniture, Appliance and Radio Stores	+ 0.7	+ 8.0	+ 1.6
Jewellery Stores	+ 3.3	- 2.0	+ 1.8
Grocery and Combination (Independent) Stores	n/a	+10.6	+10.6
General Stores	n/a	+ 8.5	+ 8.5
Fuel Dealers	+21.4	+ 8.1	+ 8.8
Garages and Filling Stations	n/a	- 5.3	- 5.3

Accounts Receivable - Retail Trade
(dollar estimates in millions)

Date	Amount			Percentage Composition		
	Instalment	Charge	Total	Instalment	Charge	Total
	\$	\$	\$	%	%	%
	<u>Total, All Trades</u>					
1958 - March 31	444.3	384.4	828.7	53.6	46.4	100.0
June 30	445.3	396.1	841.4	52.9	47.1	100.0
Sept. 30	451.2	407.1	858.3	52.6	47.4	100.0
Dec. 31	489.6	447.6	937.2	52.2	47.8	100.0
1959 - March 31 (r) ..	455.6	409.8	865.4	52.6	47.4	100.0
June 30 (r) ...	458.5	418.6	877.1	52.2	47.8	100.0
Sept. 30	466.4	431.7	898.1	51.9	48.1	100.0
	<u>Motor Vehicle Dealers</u>					
1958 - March 31	22.9	76.3	99.2	23.1	76.9	100.0
June 30	24.8	80.2	105.0	23.6	76.4	100.0
Sept. 30	23.6	79.4	103.0	22.9	77.1	100.0
Dec. 31	17.8	76.6	94.4	18.9	81.1	100.0
1959 - March 31	18.1	80.2	98.3	18.4	81.6	100.0
June 30	19.4	86.4	105.8	18.3	81.7	100.0
Sept. 30	18.3	84.6	102.9	17.8	82.2	100.0
	<u>Men's Clothing Stores</u>					
1958 - March 31	4.0	9.4	13.4	29.9	70.1	100.0
June 30	4.0	9.3	13.3	29.9	70.1	100.0
Sept. 30	3.7	8.6	12.3	29.8	70.2	100.0
Dec. 31	4.4	11.0	15.4	28.4	71.6	100.0
1959 - March 31 (r) ..	4.7	9.1	13.8	34.1	65.9	100.0
June 30 (r) ...	4.9	9.4	14.3	34.5	65.5	100.0
Sept. 30	4.7	8.7	13.4	35.1	64.9	100.0
	<u>Family Clothing Stores</u>					
1958 - March 31	9.7	8.1	17.8	54.6	45.4	100.0
June 30	9.7	8.1	17.8	54.4	45.6	100.0
Sept. 30	9.5	8.5	18.0	52.6	47.4	100.0
Dec. 31	11.8	9.9	21.7	54.3	45.7	100.0
1959 - March 31	10.5	8.6	19.1	55.0	45.0	100.0
June 30	10.5	8.6	19.1	55.1	44.9	100.0
Sept. 30	10.5	8.8	19.3	54.4	45.6	100.0

(r) Revised

Accounts Receivable - Retail Trade
(dollar estimates in millions)

5

Date	Amount			Percentage Composition		
	Instalment	Charge	Total	Instalment	Charge	Total
	\$	\$	\$	%	%	%
<u>Women's Clothing Stores</u>						
1958 - March 31	2.3	8.8	11.1	20.5	79.5	100.0
June 30	2.1	8.6	10.7	19.8	80.2	100.0
Sept. 30	2.1	9.1	11.2	18.8	81.2	100.0
Dec. 31	2.6	10.3	12.9	19.8	80.2	100.0
1959 - March 31 (r) ..	2.3	9.3	11.6	20.2	79.8	100.0
June 30 (r) ...	2.5	9.0	11.5	21.5	78.5	100.0
Sept. 30	2.6	9.9	12.5	20.7	79.3	100.0
<u>Hardware Stores</u>						
1958 - March 31	5.5	20.8	26.3	21.0	79.0	100.0
June 30	5.8	24.6	30.4	19.2	80.8	100.0
Sept. 30	6.3	25.6	31.9	19.8	80.2	100.0
Dec. 31	6.8	25.0	31.8	21.5	78.5	100.0
1959 - March 31	6.6	22.0	28.6	23.2	76.8	100.0
June 30	7.3	26.4	33.7	21.7	78.3	100.0
Sept. 30	8.0	27.1	35.1	22.7	77.3	100.0
<u>Furniture, Appliance and Radio Stores</u>						
1958 - March 31	159.7	23.5	183.2	87.2	12.8	100.0
June 30	160.7	23.6	184.3	87.2	12.8	100.0
Sept. 30	164.9	25.1	190.0	86.8	13.2	100.0
Dec. 31	169.6	27.0	196.6	86.3	13.7	100.0
1959 - March 31	161.2	24.5	185.7	86.8	13.2	100.0
June 30	162.4	25.8	188.2	86.3	13.7	100.0
Sept. 30	166.0	27.1	193.1	86.0	14.0	100.0
<u>Jewellery Stores</u>						
1958 - March 31	13.3	4.9	18.2	73.1	26.9	100.0
June 30	12.6	5.0	17.6	71.5	28.5	100.0
Sept. 30	12.1	4.9	17.0	71.6	28.4	100.0
Dec. 31	16.0	7.9	23.9	67.0	33.0	100.0
1959 - March 31	13.3	4.9	18.2	72.8	27.2	100.0
June 30	12.8	5.1	17.9	71.3	28.7	100.0
Sept. 30	12.5	4.8	17.3	72.4	27.6	100.0
<u>Fuel Dealers</u>						
1959 - March 31	1.4	43.7	45.1	3.1	96.9	100.0
June 30	1.3	29.5	30.8	4.1	95.9	100.0
Sept. 30	1.4	28.3	29.7	4.8	95.2	100.0
Dec. 31	1.6	47.3	48.9	3.4	96.6	100.0
1959 - March 31	1.6	50.7	52.3	3.1	96.9	100.0
June 30	1.6	32.7	34.3	4.5	95.5	100.0
Sept. 30	1.7	30.6	32.3	5.3	94.7	100.0

Accounts Receivable - Retail Trade
(dollar estimates in millions)

Department Stores

Date	Amount				Percentage Composition			
	Instalment		Charge	Total	Instalment		Charge	Total
	C.S.A.1/	Other2/			C.S.A.1/	Other2/		
	\$	\$	\$	\$	%	%	%	%
<u>1958</u>								
March 31	161.6	30.8	38.8	231.2	69.9	13.3	16.8	100.0
June 30	162.4	28.7	39.7	230.8	70.4	12.4	17.2	100.0
Sept. 30	164.0	28.7	43.0	235.7	69.6	12.2	18.2	100.0
Dec. 31	186.5	37.1	58.2	281.8	66.2	13.2	20.6	100.0
<u>1959</u>								
March 31(r) ..	172.6	32.7	42.0	247.3	69.8	13.2	17.0	100.0
June 30 (r) ..	171.4	34.0	43.1	248.5	69.0	13.7	17.3	100.0
Sept. 30	152.9	55.3	46.2	254.4	60.1	21.8	18.1	100.0

1/ Conditional-sale agreements

2/ Other deferred payment plans

Grocery and Combination
Stores (Independent)

Date	Charge
	\$
<u>1958</u>	
March 31	31.5
June 30	32.4
Sept. 30	32.2
Dec. 31	35.3
<u>1959</u>	
March 31	33.4
June 30	34.6
Sept. 30	35.6

General Stores

Date	Charge
	\$
<u>1958</u>	
March 31	25.1
June 30	28.0
Sept. 30	29.5
Dec. 31	29.0
<u>1959</u>	
March 31	27.4
June 30	29.4
Sept. 30	32.0

Garages and
Filling Stations

Date	Charge
	\$
<u>1958</u>	
March 31	28.9
June 30	29.8
Sept. 30	30.2
Dec. 31	28.6
<u>1959</u>	
March 31	27.3
June 30	28.3
Sept. 30	28.6

All Other Trades

Date	Amount			Percentage Composition		
	Instalment	Charge	Total	Instalment	Charge	Total
	\$	\$	\$	%	%	%
<u>1958</u>						
March 31	32.9	64.8	97.7	33.7	66.3	100.0
June 30	33.0	77.5	110.5	29.9	70.1	100.0
Sept. 30	34.7	82.9	117.6	29.5	70.5	100.0
Dec. 31	35.1	81.8	116.9	30.0	70.0	100.0
<u>1959</u>						
March 31	31.7	70.7	102.4	31.0	69.0	100.0
June 30	31.1	80.4	111.5	27.9	72.1	100.0
Sept. 30	33.2	88.4	121.6	27.3	72.7	100.0

(r) Revised

CATALOGUE No.

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Canada. Statistics, Bureau of



CANADA

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FOURTH QUARTER, 1959



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4

RETAIL CREDIT

Accounts outstanding on the books of retailers amounted to an estimated \$992,900,000 at the end of 1959, almost 6 per cent above the level of December 31, 1958. Accounts owing on instalment sales comprised the larger share of this total at \$524,000,000, a gain of 7 per cent over a year ago; the increase in charge accounts receivable from the end of 1958 was 4.8 per cent.

The overall gain in accounts receivable from the end of 1958 to the end of 1959 amounted to \$55,700,000 of which \$32,700,000 was accounted for by department stores. Motor vehicle dealers, whose instalment accounts are largely sold to financial institutions remained practically unchanged with receivables at \$94.4 million at the end of 1958 and \$94.3 million at December 31, 1959. For the same dates, accounts owing to furniture and appliance stores stood at \$196.6 million and \$201.5 million respectively.

This report excludes dealers whose commodities are mainly used for commercial purposes, i.e. lumber and building material and farm implement dealers.

Percentage Change in Accounts Receivable

on the Books of Retailers

Dec. 31, 1959 over Dec. 31, 1958

Trade	Instalment Receivables	Charge Account Receivables	Total Receivables
TOTAL, ALL TRADES	+ 7.0	+ 4.8	+ 5.9
Department Stores	+12.1	+ 9.6	+11.6
Motor Vehicle Dealers	- 5.1	+ 1.0	- 0.1
Men's Clothing Stores	+34.1	+ 3.6	+12.3
Family Clothing Stores	+ 8.5	+ 6.1	+ 7.4
Women's Clothing Stores	+26.9	+ 9.7	+13.2
Hardware Stores	+26.5	+ 3.6	+ 8.5
Furniture, Appliance and Radio Stores	+ 1.9	+ 5.9	+ 2.5
Jewellery Stores	+ 3.8	- 1.3	+ 2.1
Grocery and Combination (Independent) Stores	+ 6.8	+ 6.8
General Stores	+ 6.9	+ 6.9
Fuel Dealers	+25.0	- 4.7	- 3.7
Garages and Filling Stations	- 8.4	- 8.4

Accounts Receivable - Retail Trade
(dollar estimates in millions)

Date	Amount			Percentage Composition		
	Instalment	Charge	Total	Instalment	Charge	Total
	\$	\$	\$	%	%	%
	<u>Total, All Trades</u>					
1958 - June 30	445.3	396.1	841.4	52.9	47.1	100.0
Sept. 30	451.2	407.1	858.3	52.6	47.4	100.0
Dec. 31	489.6	447.6	937.2	52.2	47.8	100.0
1959 - March 31	455.6	409.8	865.4	52.6	47.4	100.0
June 30	458.5	418.6	877.1	52.2	47.8	100.0
Sept. 30	466.4	431.7	898.1	51.9	48.1	100.0
Dec. 31	524.0	468.9	992.9	52.8	47.2	100.0
	<u>Motor Vehicle Dealers</u>					
1958 - June 30	24.8	80.2	105.0	23.6	76.4	100.0
Sept. 30	23.6	79.4	103.0	22.9	77.1	100.0
Dec. 31	17.8	76.6	94.4	18.9	81.1	100.0
1959 - March 31	18.1	80.2	98.3	18.4	81.6	100.0
June 30	19.4	86.4	105.8	18.3	81.7	100.0
Sept. 30	18.3	84.6	102.9	17.8	82.2	100.0
Dec. 31	16.9	77.4	94.3	17.9	82.1	100.0
	<u>Men's Clothing Stores</u>					
1958 - June 30	4.0	9.3	13.3	29.9	70.1	100.0
Sept. 30	3.7	8.6	12.3	29.8	70.2	100.0
Dec. 31	4.4	11.0	15.4	28.4	71.6	100.0
1959 - March 31	4.7	9.1	13.8	34.1	65.9	100.0
June 30	4.9	9.4	14.3	34.5	65.5	100.0
Sept. 30	4.7	8.7	13.4	35.1	64.9	100.0
Dec. 31	5.9	11.4	17.3	34.0	66.0	100.0
	<u>Family Clothing Stores</u>					
1958 - June 30	9.7	8.1	17.8	54.4	45.6	100.0
Sept. 30	9.5	8.5	18.0	52.6	47.4	100.0
Dec. 31	11.8	9.9	21.7	54.3	45.7	100.0
1959 - March 31	10.5	8.6	19.1	55.0	45.0	100.0
June 30	10.5	8.6	19.1	55.1	44.9	100.0
Sept. 30	10.5	8.8	19.3	54.4	45.6	100.0
Dec. 31	12.8	10.5	23.3	55.1	44.9	100.0

Accounts Receivable - Retail Trade
(dollar estimates in millions)

5

Date	Amount			Percentage Composition		
	Instalment	Charge	Total	Instalment	Charge	Total
	\$	\$	\$	%	%	%
<u>Women's Clothing Stores</u>						
1958 - June 30	2.1	8.6	10.7	19.8	80.2	100.0
Sept. 30	2.1	9.1	11.2	18.8	81.2	100.0
Dec. 31	2.6	10.3	12.9	19.8	80.2	100.0
1959 - March 31	2.3	9.3	11.6	20.2	79.8	100.0
June 30	2.5	9.0	11.5	21.5	78.5	100.0
Sept. 30	2.6	9.9	12.5	20.7	79.3	100.0
Dec. 31	3.3	11.3	14.6	22.6	77.4	100.0
<u>Hardware Stores</u>						
1958 - June 30	5.8	24.6	30.4	19.2	80.8	100.0
Sept. 30	6.3	25.6	31.9	19.8	80.2	100.0
Dec. 31	6.8	25.0	31.8	21.5	78.5	100.0
1959 - March 31	6.6	22.0	28.6	23.2	76.8	100.0
June 30	7.3	26.4	33.7	21.7	78.3	100.0
Sept. 30	8.0	27.1	35.1	22.7	77.3	100.0
Dec. 31	8.6	25.9	34.5	25.0	75.0	100.0
<u>Furniture, Appliance and Radio Stores</u>						
1958 - June 30	160.7	23.6	184.3	87.2	12.8	100.0
Sept. 30	164.9	25.1	190.0	86.8	13.2	100.0
Dec. 31	169.6	27.0	196.6	86.3	13.7	100.0
1959 - March 31	161.2	24.5	185.7	86.8	13.2	100.0
June 30	162.4	25.8	188.2	86.3	13.7	100.0
Sept. 30	166.0	27.1	193.1	86.0	14.0	100.0
Dec. 31	172.9	28.6	201.5	85.8	14.2	100.0
<u>Jewellery Stores</u>						
1958 - June 30	12.6	5.0	17.6	71.5	28.5	100.0
Sept. 30	12.1	4.9	17.0	71.6	28.4	100.0
Dec. 31	16.0	7.9	23.9	67.0	33.0	100.0
1959 - March 31	13.3	4.9	18.2	72.8	27.2	100.0
June 30	12.8	5.1	17.9	71.3	28.7	100.0
Sept. 30	12.5	4.8	17.3	72.4	27.6	100.0
Dec. 31	16.6	7.8	24.4	67.9	32.1	100.0
<u>Fuel Dealers</u>						
1958 - June 30	1.3	29.5	30.8	4.1	95.9	100.0
Sept. 30	1.4	28.3	29.7	4.8	95.2	100.0
Dec. 31	1.6	47.3	48.9	3.4	96.6	100.0
1959 - March 31	1.6	50.7	52.3	3.1	96.9	100.0
June 30	1.6	32.7	34.3	4.5	95.5	100.0
Sept. 30	1.7	30.6	32.3	5.3	94.7	100.0
Dec. 31	2.0	45.1	47.1	4.2	95.8	100.0

Accounts Receivable - Retail Trade
(dollar estimates in millions)

Department Stores

Date	Amount				Percentage Composition			
	Instalment		Charge	Total	Instalment		Charge	Total
	C.S.A.1/	Other2/			C.S.A.1/	Other2/		
	\$	\$	\$	\$	%	%	%	%
<u>1958</u>								
June 30	162.4	28.7	39.7	230.8	70.4	12.4	17.2	100.0
Sept. 30 ...	164.0	28.7	43.0	235.7	69.6	12.2	18.2	100.0
Dec. 31	186.5	37.1	58.2	281.8	66.2	13.2	20.6	100.0
<u>1959</u>								
March 31(r)	172.6	32.7	42.0	247.3	69.8	13.2	17.0	100.0
June 30(r) .	171.4	34.0	43.1	248.5	69.0	13.7	17.3	100.0
Sept. 30 ...	152.9	55.3	46.2	254.4	60.1	21.8	18.1	100.0
Dec. 31	172.3	78.4	63.8	314.5	54.8	24.9	20.3	100.0

- 1/ Conditional-sale agreements
2/ Other deferred payment plans

**Grocery and Combination
Stores (Independent)**

Date	Total
	\$
<u>1958</u>	
June 30	32.4
Sept. 30	32.2
Dec. 31	35.3
<u>1959</u>	
March 31	33.4
June 30	34.6
Sept. 30	35.6
Dec. 31	37.7

General Stores

Date	Total
	\$
<u>1958</u>	
June 30	28.0
Sept. 30	29.5
Dec. 31	29.0
<u>1959</u>	
March 31	27.4
June 30	29.4
Sept. 30	32.0
Dec. 31	31.0

**Garages and
Filling Stations**

Date	Total
	\$
<u>1958</u>	
June 30	29.8
Sept. 30	30.2
Dec. 31	28.6
<u>1959</u>	
March 31	27.3
June 30	28.3
Sept. 30	28.6
Dec. 31	26.2

All Other Trades

Date	Amount			Percentage Composition		
	Instalment	Charge	Total	Instalment	Charge	Total
	\$	\$	\$	%	%	%
<u>1958</u>						
June 30	33.0	77.5	110.5	29.9	70.1	100.0
Sept. 30	34.7	82.9	117.6	29.5	70.5	100.0
Dec. 31	35.1	81.8	116.9	30.0	70.0	100.0
<u>1959</u>						
March 31	31.7	70.7	102.4	31.0	69.0	100.0
June 30	31.1	80.4	111.5	27.9	72.1	100.0
Sept. 30	33.2	88.4	121.6	27.3	72.7	100.0
Dec. 31	33.4	93.1	126.5	26.4	73.6	100.0

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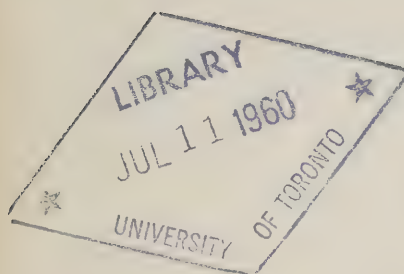
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QUARTERLY

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CANADA



RETAIL CREDIT
(FIRST QUARTER) 1960

Published by Authority of

The Honourable Gordon Churchill, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

RETAIL CREDIT

The rate of change from a year ago in accounts outstanding on the books of retail stores was the same at the end of the first quarter 1960 as it was at Dec. 31, 1959 (+5.9%). The \$916,700,000 owing to retailers was composed of \$492,200,000 instalment accounts receivable and \$424,500,000 charge accounts. Instalment receivables at Dec. 31, 1959 were 52.8 per cent of the total, at March 31, 1960, they increased to 53.7 per cent. This reflects the 8.0 per cent gain at March 31 compared to one of 3.6 per cent for charge accounts receivable.

Department stores accounted for \$37 million of the \$51.3 million gain in accounts receivable from March 31, 1959 to March 31, 1960. Motor vehicle dealers showed little change; the bulk of their instalment credit is sold to sales finance companies who hold the receivables. Furniture, Appliance and Radio dealers showed a gain of \$3.5 million while hardware stores recorded an increase of \$2 million in outstanding accounts over the level of a year ago.

This report excludes dealers whose commodities are mainly used for commercial purposes, i.e., lumber and building material and farm implements and supply dealers.

Percentage Change in Accounts Receivable

on the Books of Retailers

March 31, 1960 over March 31, 1959

Trade	Instalment Receivables	Charge Account Receivables	Total Receivables
TOTAL, ALL TRADES	+ 8.0	+ 3.6	+ 5.9
Department Stores	+15.9	+10.5	+15.0
Motor Vehicle Dealers	- 6.6	+ 1.7	+ 0.2
Men's Clothing Stores	+ 4.3	+ 7.7	+ 6.5
Family Clothing Stores	+ 4.8	(1)	+ 2.6
Women's Clothing Stores	+21.7	+ 7.5	+10.3
Hardware Stores	+22.7	+ 2.3	+ 7.0
Furniture, Appliance and Radio Stores	+ 2.0	+ 1.2	+ 1.9
Jewellery Stores	+ 3.8	(1)	+ 2.7
Grocery and Combination (Independent) Stores	+ 3.9	+ 3.9
General Stores	+ 4.0	+ 4.0
Fuel Dealers	+25.0	+ 2.2	+ 2.9
Garages and Filling Stations	- 4.4	- 4.4

(1) No change.

Accounts Receivable - Retail Trade
(dollar estimates in millions)

Date	Amount			Percentage Composition		
	Instalment	Charge	Total	Instalment	Charge	Total
	\$	\$	\$	%	%	%
	<u>Total, All Trades</u>					
1958 - Sept. 30	451.2	407.1	858.3	52.6	47.4	100.0
Dec. 31	489.6	447.6	937.2	52.2	47.8	100.0
1959 - March 31	455.6	409.8	865.4	52.6	47.4	100.0
June 30	458.5	418.6	877.1	52.2	47.8	100.0
Sept. 30	466.4	431.7	898.1	51.9	48.1	100.0
Dec. 31	523.8	468.7	992.5	52.8	47.2	100.0
1960 - March 31	492.2	424.5	916.7	53.7	46.3	100.0
	<u>Motor Vehicle Dealers</u>					
1958 - Sept. 30	23.6	79.4	103.0	22.9	77.1	100.0
Dec. 31	17.8	76.6	94.4	18.9	81.1	100.0
1959 - March 31	18.1	80.2	98.3	18.4	81.6	100.0
June 30	19.4	86.4	105.8	18.3	81.7	100.0
Sept. 30	18.3	84.6	102.9	17.8	82.2	100.0
Dec. 31	16.9	77.4	94.3	17.9	82.1	100.0
1960 - March 31	16.9	81.6	98.5	17.1	82.9	100.0
	<u>Men's Clothing Stores</u>					
1958 - Sept. 30	3.7	8.6	12.3	29.8	70.2	100.0
Dec. 31	4.4	11.0	15.4	28.4	71.6	100.0
1959 - March 31	4.7	9.1	13.8	34.1	65.9	100.0
June 30	4.9	9.4	14.3	34.5	65.5	100.0
Sept. 30	4.7	8.7	13.4	35.1	64.9	100.0
Dec. 31	5.9	11.4	17.3	34.0	66.0	100.0
1960 - March 31	4.9	9.8	14.7	33.4	66.6	100.0
	<u>Family Clothing Stores</u>					
1958 - Sept. 30	9.5	8.5	18.0	52.6	47.4	100.0
Dec. 31	11.8	9.9	21.7	54.3	45.7	100.0
1959 - March 31	10.5	8.6	19.1	55.0	45.0	100.0
June 30	10.5	8.6	19.1	55.1	44.9	100.0
Sept. 30	10.5	8.8	19.3	54.4	45.6	100.0
Dec. 31	12.8	10.5	23.3	55.1	44.9	100.0
1960 - March 31	11.0	8.6	19.6	56.1	43.9	100.0

Accounts Receivable - Retail Trade
(dollar estimates in millions)

5

Date	Amount			Percentage Composition		
	Instalment	Charge	Total	Instalment	Charge	Total
	\$	\$	\$	%	%	%
<u>Women's Clothing Stores</u>						
1958 - Sept. 30	2.1	9.1	11.2	18.8	81.2	100.0
Dec. 31	2.6	10.3	12.9	19.8	80.2	100.0
1959 - March 31	2.3	9.3	11.6	20.2	79.8	100.0
June 30	2.5	9.0	11.5	21.5	78.5	100.0
Sept. 30	2.6	9.9	12.5	20.7	79.3	100.0
Dec. 31	3.3	11.3	14.6	22.6	77.4	100.0
1960 - March 31	2.8	10.0	12.8	21.9	78.1	100.0
<u>Hardware Stores</u>						
1958 - Sept. 30	6.3	25.6	31.9	19.8	80.2	100.0
Dec. 31	6.8	25.0	31.8	21.5	78.5	100.0
1959 - March 31	6.6	22.0	28.6	23.2	76.8	100.0
June 30	7.3	26.4	33.7	21.7	78.3	100.0
Sept. 30	8.0	27.1	35.1	22.7	77.3	100.0
Dec. 31	8.6	25.9	34.5	25.0	75.0	100.0
1960 - March 31	8.1	22.5	30.6	26.7	73.3	100.0
<u>Furniture, Appliance and Radio Stores</u>						
1958 - Sept. 30	164.9	25.1	190.0	86.8	13.2	100.0
Dec. 31	169.6	27.0	196.6	86.3	13.7	100.0
1959 - March 31	161.2	24.5	185.7	86.8	13.2	100.0
June 30	162.4	25.8	188.2	86.3	13.7	100.0
Sept. 30	166.0	27.1	193.1	86.0	14.0	100.0
Dec. 31	172.9	28.6	201.5	85.8	14.2	100.0
1960 - March 31	164.4	24.8	189.2	86.9	13.1	100.0
<u>Jewellery Stores</u>						
1958 - Sept. 30	12.1	4.9	17.0	71.6	28.4	100.0
Dec. 31	16.0	7.9	23.9	67.0	33.0	100.0
1959 - March 31	13.3	4.9	18.2	72.8	27.2	100.0
June 30	12.8	5.1	17.9	71.3	28.7	100.0
Sept. 30	12.5	4.8	17.3	72.4	27.6	100.0
Dec. 31	16.6	7.8	24.4	67.9	32.1	100.0
1960 - March 31	13.8	4.9	18.7	73.5	26.5	100.0
<u>Fuel Dealers</u>						
1958 - Sept. 30	1.4	28.3	29.7	4.8	95.2	100.0
Dec. 31	1.6	47.3	48.9	3.4	96.6	100.0
1959 - March 31	1.6	50.7	52.3	3.1	96.9	100.0
June 30	1.6	32.7	34.3	4.5	95.5	100.0
Sept. 30	1.7	30.6	32.3	5.3	94.7	100.0
Dec. 31	2.0	45.1	47.1	4.2	95.8	100.0
1960 - March 31	2.0	51.8	53.8	3.7	96.3	100.0

Accounts Receivable - Retail Trade
(dollar estimates in millions)

Department Stores

Date	Amount				Percentage Composition			
	Instalment		Charge	Total	Instalment		Charge	Total
	C.S.A.1/	Other 2/			C.S.A.1/	Other 2/		
	\$	\$	\$	\$	%	%	%	%
<u>1958</u>								
Sept. 30 ...	164.0	28.7	43.0	235.7	69.6	12.2	18.2	100.0
Dec. 31	186.5	37.1	58.2	281.8	66.2	13.2	20.6	100.0
<u>1959</u>								
March 31(r)	172.6	32.7	42.0	247.3	69.8	13.2	17.0	100.0
June 30 (r)	171.4	34.0	43.1	248.5	69.0	13.7	17.3	100.0
Sept. 30 ...	152.9	55.3	46.2	254.4	60.1	21.8	18.1	100.0
Dec. 31(r) .	172.0	78.5	63.6	314.1	54.8	25.0	20.2	100.0
<u>1960</u>								
March 31 ...	159.2	78.7	46.4	284.3	56.0	27.7	16.3	100.0

1/ Conditional-sale agreements

2/ Other deferred payment plans

Grocery and Combination
Stores (Independent)

General Stores

Garages and
Filling Stations

Date	Total
	\$
<u>1958</u>	
Sept. 30	32.2
Dec. 31	35.3
<u>1959</u>	
March 31	33.4
June 30	34.6
Sept. 30	35.6
Dec. 31	37.7
<u>1960</u>	
March 31	34.7

Date	Total
	\$
<u>1958</u>	
Sept. 30	29.5
Dec. 31	29.0
<u>1959</u>	
March 31	27.4
June 30	29.4
Sept. 30	32.0
Dec. 31	31.0
<u>1960</u>	
March 31	28.5

Date	Total
	\$
<u>1958</u>	
Sept. 30	30.2
Dec. 31	28.6
<u>1959</u>	
March 31	27.3
June 30	28.3
Sept. 30	28.6
Dec. 31	26.2
<u>1960</u>	
March 31	26.1

All Other Trades

Date	Amount			Percentage Composition		
	Instalment	Charge	Total	Instalment	Charge	Total
	\$	\$	\$	%	%	%
<u>1958</u>						
Sept. 30	34.7	82.9	117.6	29.5	70.5	100.0
Dec. 31	35.1	81.8	116.9	30.0	70.0	100.0
<u>1959</u>						
March 31	31.7	70.7	102.4	31.0	69.0	100.0
June 30	31.1	80.4	111.5	27.9	72.1	100.0
Sept. 30	33.2	88.4	121.6	27.3	72.7	100.0
Dec. 31	33.4	93.1	126.5	26.4	73.6	100.0
<u>1960</u>						
March 31	29.6	75.6	105.2	28.1	71.9	100.0

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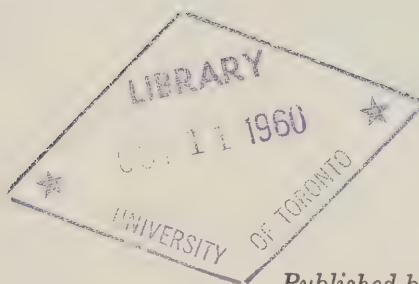
QUARTERLY



CANADA

RETAIL CREDIT

SECOND QUARTER, 1960



Published by Authority of
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DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division

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RETAIL CREDIT

Retail credit as measured by the amount of accounts receivable on the books of retailers was approximately 7 per cent higher at the end of June 1960 than at the same date a year ago. The \$937,800,000 compared with \$877,100,000 at June 30, 1959 and was \$20 million higher than the \$917,800,000 owing at March 31, 1960. Instalment accounts receivable contributed largely to the increase, having gained \$47 million from a year ago to record an increase of 10.3 per cent.

Department stores accounted for \$42.1 million of the over-all instalment receivables gain of \$47.3 million. Furniture, appliance and radio stores had \$166.9 million outstanding from instalment sales, a gain of \$4.5 million from June 30, 1959.

The introduction of all-purpose credit plans by large retail firms is a development which will change consumer credit statistics. The item "instalment" accounts as distinguishable from "charge" accounts will disappear and the only meaningful statistic in retail credit will be "total accounts receivable". This change has occurred in some instances to the point where it seems likely that the detail of instalment and charge accounts, carried for many years in this report, will disappear.

Percentage Change in Accounts Receivable

on the Books of Retailers

June 30, 1960 over June 30, 1959

Trade	Instalment Receivables	Charge Account Receivables	Total Receivables
TOTAL, ALL TRADES	+10.3	+ 3.2	+ 6.9
Department Stores	+20.5	+12.8	+19.2
Motor Vehicle Dealers	- 5.7	+ 0.8	- 0.4
Men's Clothing Stores	+ 4.1	+ 5.3	+ 4.9
Family Clothing Stores	+ 5.7	+ 7.0	+ 6.3
Women's Clothing Stores	+12.0	+11.1	+11.3
Hardware Stores	+23.3	- 0.4	+ 4.7
Furniture, Appliance and Radio Stores	+ 2.8	-10.1	+ 1.0
Jewellery Stores	+ 0.8	- 2.0	(1)
Grocery and Combination (Independent) Stores	+ 2.0	+ 2.0
General Stores	+ 8.5	+ 8.5
Fuel Dealers	+12.5	+ 4.0	+ 4.4
Garages and Filling Stations	+ 2.1	+ 2.1

(1) No change.

Accounts Receivable - Retail Trade
(dollar estimates in millions)

	Amount			Percentage Composition		
	Instalment	Charge	Total	Instalment	Charge	Total
	\$	\$	\$	%	%	%
		<u>Total, All Trades</u>				
1959 - March 31	455.6	409.8	865.4	52.6	47.4	100.0
June 30	458.5	418.6	877.1	52.2	47.8	100.0
Sept. 30	466.4	431.7	898.1	51.9	48.1	100.0
Dec. 31	523.8	468.7	992.5	52.8	47.2	100.0
1960 - March 31 (r) ..	494.5	423.3	917.8	53.9	46.1	100.0
June 30	505.8	432.0	937.8	53.9	46.1	100.0
		<u>Motor Vehicle Dealers</u>				
1959 - March 31	18.1	80.2	98.3	18.4	81.6	100.0
June 30	19.4	86.4	105.8	18.3	81.7	100.0
Sept. 30	18.3	84.6	102.9	17.8	82.2	100.0
Dec. 31	16.9	77.4	94.3	17.9	82.1	100.0
1960 - March 31	16.9	81.6	98.5	17.1	82.9	100.0
June 30	18.3	87.1	105.4	17.4	82.6	100.0
		<u>Men's Clothing Stores</u>				
1959 - March 31	4.7	9.1	13.8	34.1	65.9	100.0
June 30	4.9	9.4	14.3	34.5	65.5	100.0
Sept. 30	4.7	8.7	13.4	35.1	64.9	100.0
Dec. 31	5.9	11.4	17.3	34.0	66.0	100.0
1960 - March 31	4.9	9.8	14.7	33.4	66.6	100.0
June 30	5.1	9.9	15.0	34.1	65.9	100.0
		<u>Family Clothing Stores</u>				
1959 - March 31	10.5	8.6	19.1	55.0	45.0	100.0
June 30	10.5	8.6	19.1	55.1	44.9	100.0
Sept. 30	10.5	8.8	19.3	54.4	45.6	100.0
Dec. 31	12.8	10.5	23.3	55.1	44.9	100.0
1960 - March 31	11.0	8.6	19.6	56.1	43.9	100.0
June 30	11.1	9.2	20.3	54.7	45.3	100.0

(r) revised

Accounts Receivable - Retail Trade
(dollar estimates in millions)

5

Date	Amount			Percentage Composition		
	Instalment	Charge	Total	Instalment	Charge	Total
	\$	\$	\$	%	%	%
<u>Women's Clothing Stores</u>						
1959 - March 31	2.3	9.3	11.6	20.2	79.8	100.0
June 30	2.5	9.0	11.5	21.5	78.5	100.0
Sept. 30	2.6	9.9	12.5	20.7	79.3	100.0
Dec. 31	3.3	11.3	14.6	22.6	77.4	100.0
1960 - March 31	2.8	10.0	12.8	21.9	78.1	100.0
June 30	2.8	10.0	12.8	21.7	78.3	100.0
<u>Hardware Stores</u>						
1959 - March 31	6.6	22.0	28.6	23.2	76.8	100.0
June 30	7.3	26.4	33.7	21.7	78.3	100.0
Sept. 30	8.0	27.1	35.1	22.7	77.3	100.0
Dec. 31	8.6	25.9	34.5	25.0	75.0	100.0
1960 - March 31 (r) ...	8.4	22.6	31.0	27.1	72.9	100.0
June 30	9.0	26.3	35.3	25.4	74.6	100.0
<u>Furniture, Appliance and Radio Stores</u>						
1959 - March 31	161.2	24.5	185.7	86.8	13.2	100.0
June 30	162.4	25.8	188.2	86.3	13.7	100.0
Sept. 30	166.0	27.1	193.1	86.0	14.0	100.0
Dec. 31	172.9	28.6	201.5	85.8	14.2	100.0
1960 - March 31 (r) ...	166.4	23.5	189.9	87.6	12.4	100.0
June 30	166.9	23.2	190.1	87.8	12.2	100.0
<u>Jewellery Stores</u>						
1959 - March 31	13.3	4.9	18.2	72.8	27.2	100.0
June 30	12.8	5.1	17.9	71.3	28.7	100.0
Sept. 30	12.5	4.8	17.3	72.4	27.6	100.0
Dec. 31	16.6	7.8	24.4	67.9	32.1	100.0
1960 - March 31	13.8	4.9	18.7	73.5	26.5	100.0
June 30	12.9	5.0	17.9	72.0	28.0	100.0
<u>Fuel Dealers</u>						
1959 - March 31	1.6	50.7	52.3	3.1	96.9	100.0
June 30	1.6	32.7	34.3	4.5	95.5	100.0
Sept. 30	1.7	30.6	32.3	5.3	94.7	100.0
Dec. 31	2.0	45.1	47.1	4.2	95.8	100.0
1960 - March 31	2.0	51.8	53.8	3.7	96.3	100.0
June 30	1.8	34.0	35.8	5.1	94.9	100.0

(r) revised

Accounts Receivable - Retail Trade
(dollar estimates in millions)

Department Stores

Date	Amount				Percentage Composition			
	Instalment		Charge	Total	Instalment		Charge	Total
	C.S.A.1/	Other2/			C.S.A.1/	Other2/		
	\$	\$	\$	\$	%	%	%	%
<u>1959</u>								
March 31 ...	172.6	32.7	42.0	247.3	69.8	13.2	17.0	100.0
June 30	171.4	34.0	43.1	248.5	69.0	13.7	17.3	100.0
Sept. 30 ...	152.9	55.3	46.2	254.4	60.1	21.8	18.1	100.0
Dec. 31	172.0	78.5	63.6	314.1	54.8	25.0	20.2	100.0
<u>1960</u>								
March 31 ...	159.2	78.7	46.4	284.3	56.0	27.7	16.3	100.0
June 30	158.0	89.5	48.6	296.1	53.4	30.2	16.4	100.0

1/ Conditional-sale agreements

2/ Other deferred payment plans

Grocery and Combination
Stores (Independent)

General Stores

Garages and
Filling Stations

Date	Total
	\$
<u>1959</u>	
March 31	33.4
June 30	34.6
Sept. 30	35.6
Dec. 31	37.7
<u>1960</u>	
March 31	34.7
June 30	35.3

Date	Total
	\$
<u>1959</u>	
March 31	27.4
June 30	29.4
Sept. 30	32.0
Dec. 31	31.0
<u>1960</u>	
March 31	28.5
June 30	31.9

Date	Total
	\$
<u>1959</u>	
March 31	27.3
June 30	28.3
Sept. 30	28.6
Dec. 31	26.2
<u>1960</u>	
March 31	26.1
June 30	28.9

All Other Trades

Date	Amount			Percentage Composition		
	Instalment	Charge	Total	Instalment	Charge	Total
	\$	\$	\$	%	%	%
<u>1959</u>						
March 31	31.7	70.7	102.4	31.0	69.0	100.0
June 30	31.1	80.4	111.5	27.9	72.1	100.0
Sept. 30	33.2	88.4	121.6	27.3	72.7	100.0
Dec. 31	33.4	93.1	126.5	26.4	73.6	100.0
<u>1960</u>						
March 31	29.6	75.6	105.2	28.1	71.9	100.0
June 30	29.6	83.4	113.0	26.2	73.8	100.0

CATALOGUE No.

63-006

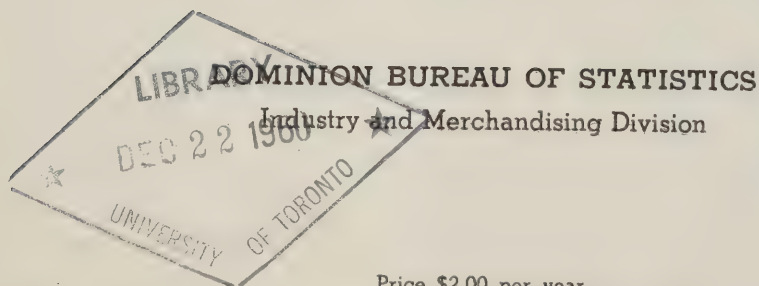
QUARTERLY



RETAIL CREDIT

THIRD QUARTER, 1960

Published by Authority of
The Honourable George Hees, Minister of Trade and Commerce



6542-507-90

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Vol. XVI No. 3

RETAIL CREDIT

Total accounts receivable on the books of retailers at September 30, 1960 amounted to \$948,500,000, an increase of 5.6 per cent over the \$898,100,000 outstanding a year earlier. The increase from the end of the second quarter this year amounted to approximately \$10 million, compared with a gain of \$20 million from March 31 to June 30, 1960.

In total, department store accounts receivable registered the greatest gain, 19.8 per cent. Accounts outstanding on the books of motor vehicle dealers were 4 per cent below those of a year ago, furniture, appliance and radio stores 1 per cent and independent grocery stores reported a decrease of 0.6 per cent.

In this quarterly report a breakdown between instalment and charge accounts for total all trades is not available. The adoption of all-purpose credit plans by some department stores has caused this inability to produce separate totals. At the time of billing, the firm does not know whether the account will be paid in one sum within 30 days, or be extended over a period of months. This flexibility in credit accounts precludes any meaningful breakdown, and in fact, the firms concerned can no longer report this breakdown. Because of the importance of department stores in the granting of credit, it is necessary to carry this reduction in credit detail into the data of "Total, all trades". Where possible, however, the breakdown into instalment and charge accounts receivable will be shown for other kinds of business.

Percentage Change in Accounts Receivable

on the Books of Retailers

September 30, 1960 over September 30, 1959

Trade	Instalment Receivables	Charge Account Receivables	Total Receivables
TOTAL, ALL TRADES ...	(1)	(1)	+ 5.6
Department Stores	(1)	(1)	+19.8
Motor Vehicle Dealers	- 6.0	- 3.5	- 4.0
Men's Clothing Stores	+ 4.3	+ 4.6	+ 4.5
Family Clothing Stores	+ 1.9	+ 5.7	+ 3.6
Women's Clothing Stores	+ 3.8	+ 8.1	+ 7.2
Hardware Stores	+20.0	+ 0.4	+ 4.8
Furniture, Appliance and Radio Stores	+ 0.8	-12.2	- 1.0
Jewellery Stores	(2)	+ 2.1	+ 0.6
Grocery and Combination (Independent) Stores	-	- 0.6	- 0.6
General Stores	-	+ 5.3	+ 5.3
Fuel Dealers	+17.6	- 0.7	+ 0.3
Garages and Filling Stations ..	-	+ 2.4	+ 2.4

- (1) Not available
(2) No change

Accounts Receivable - Retail Trade
(dollar estimates in millions)

Date	Amount			Percentage Composition		
	Instalment	Charge	Total	Instalment	Charge	Total
	\$	\$	\$	%	%	%
	<u>Total, All Trades</u>					
1959 - March 31	455.6	409.8	865.4	52.6	47.4	100.0
June 30	458.5	418.6	877.1	52.2	47.8	100.0
Sept. 30	466.4	431.7	898.1	51.9	48.1	100.0
Dec. 31	523.8	468.7	992.5	52.8	47.2	100.0
1960 - March 31	494.5	423.3	917.8	53.9	46.1	100.0
June 30	505.8	432.0	937.8	53.9	46.1	100.0
Sept. 30	(1)	(1)	948.5	(1)	(1)	100.0
	<u>Motor Vehicle Dealers</u>					
1959 - March 31	18.1	80.2	98.3	18.4	81.6	100.0
June 30	19.4	86.4	105.8	18.3	81.7	100.0
Sept. 30	18.3	84.6	102.9	17.8	82.2	100.0
Dec. 31	16.9	77.4	94.3	17.9	82.1	100.0
1960 - March 31	16.9	81.6	98.5	17.1	82.9	100.0
June 30	18.3	87.1	105.4	17.4	82.6	100.0
Sept. 30	17.2	81.6	98.8	17.5	82.5	100.0
	<u>Men's Clothing Stores</u>					
1959 - March 31	4.7	9.1	13.8	34.1	65.9	100.0
June 30	4.9	9.4	14.3	34.5	65.5	100.0
Sept. 30	4.7	8.7	13.4	35.1	64.9	100.0
Dec. 31	5.9	11.4	17.3	34.0	66.0	100.0
1960 - March 31	4.9	9.8	14.7	33.4	66.6	100.0
June 30	5.1	9.9	15.0	34.1	65.9	100.0
Sept. 30	4.9	9.1	14.0	35.3	64.7	100.0
	<u>Family Clothing Stores</u>					
1959 - March 31	10.5	8.6	19.1	55.0	45.0	100.0
June 30	10.5	8.6	19.1	55.1	44.9	100.0
Sept. 30	10.5	8.8	19.3	54.4	45.6	100.0
Dec. 31	12.8	10.5	23.3	55.1	44.9	100.0
1960 - March 31	11.0	8.6	19.6	56.1	43.9	100.0
June 30	11.1	9.2	20.3	54.7	45.3	100.0
Sept. 30	10.7	9.3	20.0	53.4	46.6	100.0

(1) Not available

Accounts Receivable - Retail Trade
(dollar estimates in millions)

Date	Amount			Percentage Composition		
	Instalment	Charge	Total	Instalment	Charge	Total
	\$	\$	\$	%	%	%
<u>Women's Clothing Stores</u>						
1959 - March 31	2.3	9.3	11.6	20.2	79.8	100.0
June 30	2.5	9.0	11.5	21.5	78.5	100.0
Sept. 30	2.6	9.9	12.5	20.7	79.3	100.0
Dec. 31	3.3	11.3	14.6	22.6	77.4	100.0
1960 - March 31	2.8	10.0	12.8	21.9	78.1	100.0
June 30	2.8	10.0	12.8	21.7	78.3	100.0
Sept. 30	2.7	10.7	13.4	19.8	80.2	100.0

Hardware Stores

1959 - March 31	6.6	22.0	28.6	23.2	76.8	100.0
June 30	7.3	26.4	33.7	21.7	78.3	100.0
Sept. 30	8.0	27.1	35.1	22.7	77.3	100.0
Dec. 31	8.6	25.9	34.5	25.0	75.0	100.0
1960 - March 31	8.4	22.6	31.0	27.1	72.9	100.0
June 30	9.0	26.3	35.3	25.4	74.6	100.0
Sept. 30	9.6	27.2	36.8	26.1	73.9	100.0

Furniture, Appliance and Radio Stores

1959 - March 31	161.2	24.5	185.7	86.8	13.2	100.0
June 30	162.4	25.8	188.2	86.3	13.7	100.0
Sept. 30	166.0	27.1	193.1	86.0	14.0	100.0
Dec. 31	172.9	28.6	201.5	85.8	14.2	100.0
1960 - March 31	166.4	23.5	189.9	87.6	12.4	100.0
June 30	166.9	23.2	190.1	87.8	12.2	100.0
Sept. 30	167.3	23.8	191.1	87.5	12.5	100.0

Jewellery Stores

1959 - March 31	13.3	4.9	18.2	72.8	27.2	100.0
June 30	12.8	5.1	17.9	71.3	28.7	100.0
Sept. 30	12.5	4.8	17.3	72.4	27.6	100.0
Dec. 31	16.6	7.8	24.4	67.9	32.1	100.0
1960 - March 31	13.8	4.9	18.7	73.5	26.5	100.0
June 30	12.9	5.0	17.9	72.0	28.0	100.0
Sept. 30	12.5	4.9	17.4	71.7	28.3	100.0

Fuel Dealers

1959 - March 31	1.6	50.7	52.3	3.1	96.9	100.0
June 30	1.6	32.7	34.3	4.5	95.5	100.0
Sept. 30	1.7	30.6	32.3	5.3	94.7	100.0
Dec. 31	2.0	45.1	47.1	4.2	95.8	100.0
1960 - March 31	2.0	51.8	53.8	3.7	96.3	100.0
June 30	1.8	34.0	35.8	5.1	94.9	100.0
Sept. 30	2.0	30.4	32.4	6.2	93.8	100.0

Accounts Receivable - Retail Trade
(dollar estimates in millions)

Department Stores

Date	Amount				Percentage Composition			
	Instalment		Charge	Total	Instalment		Charge	Total
	C.S.A. 1/	Other 2/			C.S.A. 1/	Other 2/		
	\$	\$	\$	\$	%	%	%	%
<u>1959</u>								
March 31	172.6	32.7	42.0	247.3	69.8	13.2	17.0	100.0
June 30	171.4	34.0	43.1	248.5	69.0	13.7	17.3	100.0
Sept. 30	152.9	55.3	46.2	254.4	60.1	21.8	18.1	100.0
Dec. 31	172.0	78.5	63.6	314.1	54.8	25.0	20.2	100.0
<u>1960</u>								
March 31	159.2	78.7	46.4	284.3	56.0	27.7	16.3	100.0
June 30	158.0	89.5	48.6	296.1	53.4	30.2	16.4	100.0
Sept. 30	(3)	(3)	(3)	304.7	(3)	(3)	(3)	100.0

1/ Conditional-sale agreements

2/ Other deferred payment plans

3/ Not available

Grocery and Combination
Stores (Independent)

Date	Total
	\$
<u>1959</u>	
March 31	33.4
June 30	34.6
Sept. 30	35.6
Dec. 31	37.7
<u>1960</u>	
March 31	34.7
June 30	35.3
Sept. 30	35.4

General Stores

Date	Total
	\$
<u>1959</u>	
March 31	27.4
June 30	29.4
Sept. 30	32.0
Dec. 31	31.0
<u>1960</u>	
March 31	28.5
June 30	31.9
Sept. 30	33.7

Garages and
Filling Stations

Date	Total
	\$
<u>1959</u>	
March 31	27.3
June 30	28.3
Sept. 30	28.6
Dec. 31	26.2
<u>1960</u>	
March 31	26.1
June 30	28.9
Sept. 30	29.3

All Other Trades

Date	Amount			Percentage Composition		
	Instalment	Charge	Total	Instalment	Charge	Total
	\$	\$	\$	%	%	%
<u>1959</u>						
March 31	31.7	70.7	102.4	31.0	69.0	100.0
June 30	31.1	80.4	111.5	27.9	72.1	100.0
Sept. 30	33.2	88.4	121.6	27.3	72.7	100.0
Dec. 31	33.4	93.1	126.5	26.4	73.6	100.0
<u>1960</u>						
March 31	29.6	75.6	105.2	28.1	71.9	100.0
June 30	29.6	83.4	113.0	26.2	73.8	100.0
Sept. 30	31.1	90.4	121.5	25.6	74.4	100.0

CATALOGUE No.

63-006

QUARTERLY



RETAIL CREDIT

FOURTH QUARTER, 1960

Published by Authority of
The Honourable George Hees, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division

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Price \$2.00 per year

Vol. XVI No. 4

RETAIL CREDIT

Total accounts receivable on the books of retailers at December 31, 1960 amounted to \$1,037,600,000, an increase of 4.5 per cent over the \$992,500,000 outstanding a year earlier. The increase from the end of the third quarter this year amounted to approximately \$89 million.

In total, department store accounts receivable registered the greatest gain, 15.9 per cent. Accounts outstanding on the books of motor vehicle dealers were 0.8 per cent below those of a year ago, furniture, appliance and radio stores 1.6 per cent; Jewellery Stores down 2.9 per cent and independent grocery stores, a decrease of 0.3 per cent.

In this quarterly report a breakdown between instalment and charge accounts for total all trades is not available. The adoption of all-purpose credit plans by some department stores has caused this inability to produce separate totals. At the time of billing, the firm does not know whether the account will be paid in one sum within 30 days, or be extended over a period of months. This flexibility in credit accounts precludes any meaningful breakdown, and in fact, the firms concerned can no longer report this breakdown. Because of the importance of department stores in the granting of credit, it is necessary to carry this reduction in credit detail into the data of "Total, all trades". Where possible, however, the breakdown into instalment and charge accounts receivable will be shown for other kinds of business.

Percentage Change in Accounts Receivable

on the Books of Retailers

December 31, 1960 over December 31, 1959

Trade	Instalment Receivables	Charge Account Receivables	Total Receivables
TOTAL, ALL TRADES	(1)	(1)	+ 4.5
Department Stores	(1)	(1)	+15.9
Motor Vehicle Dealers	- 7.1	+ 0.5	- 0.8
Men's Clothing Stores	+ 1.7	(2)	+ 0.6
Family Clothing Stores	- 0.8	+ 2.9	+ 0.9
Women's Clothing Stores	(2)	+ 1.8	+ 1.4
Hardware Stores	+15.1	+ 4.6	+ 7.2
Furniture, Appliance and Radio Stores	+ 0.1	- 1.9	- 1.6
Jewellery Stores	- 3.0	- 2.6	- 2.9
Grocery and Combination (Independent) Stores	-	- 0.3	- 0.3
General Stores	-	+ 2.6	+ 2.6
Fuel Dealers	+25.0	+ 9.5	+10.2
Garages and Filling Stations ..	-	+ 6.9	+ 6.9

(1) Not available

(2) No change

Accounts Receivable - Retail Trade
(dollar estimates in millions)

Date	Amount			Percentage Composition		
	Instalment	Charge	Total	Instalment	Charge	Total
	\$	\$	\$	%	%	%
		<u>Total, All Trades</u>				
1959 - March 31	455.6	409.8	865.4	52.6	47.4	100.0
June 30	458.5	418.6	877.1	52.2	47.8	100.0
Sept. 30	466.4	431.7	898.1	51.9	48.1	100.0
Dec. 31	523.8	468.7	992.5	52.8	47.2	100.0
1960 - March 31	494.5	423.3	917.8	53.9	46.1	100.0
June 30	505.8	432.0	937.8	53.9	46.1	100.0
Sept. 30 (r) ..	(1)	(1)	948.4	(1)	(1)	100.0
Dec. 31	(1)	(1)	1,037.6	(1)	(1)	100.0
		<u>Motor Vehicle Dealers</u>				
1959 - March 31	18.1	80.2	98.3	18.4	81.6	100.0
June 30	19.4	86.4	105.8	18.3	81.7	100.0
Sept. 30	18.3	84.6	102.9	17.8	82.2	100.0
Dec. 31	16.9	77.4	94.3	17.9	82.1	100.0
1960 - March 31	16.9	81.6	98.5	17.1	82.9	100.0
June 30	18.3	87.1	105.4	17.4	82.6	100.0
Sept. 30	17.2	81.6	98.8	17.5	82.5	100.0
Dec. 31	15.7	77.8	93.5	16.8	83.2	100.0
		<u>Men's Clothing Stores</u>				
1959 - March 31	4.7	9.1	13.8	34.1	65.9	100.0
June 30	4.9	9.4	14.3	34.5	65.5	100.0
Sept. 30	4.7	8.7	13.4	35.1	64.9	100.0
Dec. 31	5.9	11.4	17.3	34.0	66.0	100.0
1960 - March 31	4.9	9.8	14.7	33.4	66.6	100.0
June 30	5.1	9.9	15.0	34.1	65.9	100.0
Sept. 30	4.9	9.1	14.0	35.3	64.7	100.0
Dec. 31	6.0	11.4	17.4	34.6	65.4	100.0
		<u>Family Clothing Stores</u>				
1959 - March 31	10.5	8.6	19.1	55.0	45.0	100.0
June 30	10.5	8.6	19.1	55.1	44.9	100.0
Sept. 30	10.5	8.8	19.3	54.4	45.6	100.0
Dec. 31	12.8	10.5	23.3	55.1	44.9	100.0
1960 - March 31	11.0	8.6	19.6	56.1	43.9	100.0
June 30	11.1	9.2	20.3	54.7	45.3	100.0
Sept. 30	10.7	9.3	20.0	53.4	46.6	100.0
Dec. 31	12.7	10.8	23.5	54.0	46.0	100.0

(1) Not available

Accounts Receivable - Retail Trade
(dollar estimates in millions)

Date	Amount			Percentage Composition		
	Instalment	Charge	Total	Instalment	Charge	Total
	\$	\$	\$	%	%	%
<u>Women's Clothing Stores</u>						
1959 - March 31	2.3	9.3	11.6	20.2	79.8	100.0
June 30	2.5	9.0	11.5	21.5	78.5	100.0
Sept. 30	2.6	9.9	12.5	20.7	79.3	100.0
Dec. 31	3.3	11.3	14.6	22.6	77.4	100.0
1960 - March 31	2.8	10.0	12.8	21.9	78.1	100.0
June 30	2.8	10.0	12.8	21.7	78.3	100.0
Sept. 30	2.7	10.7	13.4	19.8	80.2	100.0
Dec. 31	3.3	11.5	14.8	22.1	77.9	100.0
<u>Hardware Stores</u>						
1959 - March 31	6.6	22.0	28.6	23.2	76.8	100.0
June 30	7.3	26.4	33.7	21.7	78.3	100.0
Sept. 30	8.0	27.1	35.1	22.7	77.3	100.0
Dec. 31	8.6	25.9	34.5	25.0	75.0	100.0
1960 - March 31	8.4	22.6	31.0	27.1	72.9	100.0
June 30	9.0	26.3	35.3	25.4	74.6	100.0
Sept. 30	9.6	27.2	36.8	26.1	73.9	100.0
Dec. 31	9.9	27.1	37.0	26.8	73.2	100.0
<u>Furniture, Appliance and Radio Stores</u>						
1959 - March 31	161.2	24.5	185.7	86.8	13.2	100.0
June 30	162.4	25.8	188.2	86.3	13.7	100.0
Sept. 30	166.0	27.1	193.1	86.0	14.0	100.0
Dec. 31	172.9	28.6	201.5	85.8	14.2	100.0
1960 - March 31	166.4	23.5	189.9	87.6	12.4	100.0
June 30	166.9	23.2	190.1	87.8	12.2	100.0
Sept. 30	167.3	23.8	191.1	87.5	12.5	100.0
Dec. 31	173.1	25.2	198.3	87.3	12.7	100.0
<u>Jewellery Stores</u>						
1959 - March 31	13.3	4.9	18.2	72.8	27.2	100.0
June 30	12.8	5.1	17.9	71.3	28.7	100.0
Sept. 30	12.5	4.8	17.3	72.4	27.6	100.0
Dec. 31	16.6	7.8	24.4	67.9	32.1	100.0
1960 - March 31	13.8	4.9	18.7	73.5	26.5	100.0
June 30	12.9	5.0	17.9	72.0	28.0	100.0
Sept. 30	12.5	4.9	17.4	71.7	28.3	100.0
Dec. 31	16.1	7.6	23.7	67.8	32.2	100.0
<u>Fuel Dealers</u>						
1959 - March 31	1.6	50.7	52.3	3.1	96.9	100.0
June 30	1.6	32.7	34.3	4.5	95.5	100.0
Sept. 30	1.7	30.6	32.3	5.3	94.7	100.0
Dec. 31	2.0	45.1	47.1	4.2	95.8	100.0
1960 - March 31	2.0	51.8	53.8	3.7	96.3	100.0
June 30	1.8	34.0	35.8	5.1	94.9	100.0
Sept. 30	2.0	30.4	32.4	6.2	93.8	100.0
Dec. 31	2.5	49.4	51.9	4.8	95.2	100.0

Accounts Receivable - Retail Trade
(dollar estimates in millions)

Department Stores

Date	Amount				Percentage Composition			
	Instalment		Charge	Total	Instalment		Charge	Total
	C.S.A.1/	Other2/			C.S.A.1/	Other2/		
	\$	\$	\$	\$	%	%	%	%
<u>1959</u>								
March 31	172.6	32.7	42.0	247.3	69.8	13.2	17.0	100.0
June 30	171.4	34.0	43.1	248.5	69.0	13.7	17.3	100.0
Sept. 30	152.9	55.3	46.2	254.4	60.1	21.8	18.1	100.0
Dec. 31	172.0	78.5	63.6	314.1	54.8	25.0	20.2	100.0
<u>1960</u>								
March 31	159.2	78.7	46.4	284.3	56.0	27.7	16.3	100.0
June 30	158.0	89.5	48.6	296.1	53.4	30.2	16.4	100.0
Sept. 30(r) .	(3)	(3)	(3)	304.6	(3)	(3)	(3)	100.0
Dec. 31	(3)	(3)	(3)	364.1	(3)	(3)	(3)	100.0

- 1/ Conditional-sale agreements
2/ Other deferred payment plans
3/ Not available

Grocery and Combination
Stores (Independent)

Date	Total
	\$
<u>1959</u>	
March 31	33.4
June 30	34.6
Sept. 30	35.6
Dec. 31	37.7
<u>1960</u>	
March 31	34.7
June 30	35.3
Sept. 30	35.4
Dec. 31	37.6

General Stores

Date	Total
	\$
<u>1959</u>	
March 31	27.4
June 30	29.4
Sept. 30	32.0
Dec. 31	31.0
<u>1960</u>	
March 31	28.5
June 30	31.9
Sept. 30	33.7
Dec. 31	31.8

Garages and
Filling Stations

Date	Total
	\$
<u>1959</u>	
March 31	27.3
June 30	28.3
Sept. 30	28.6
Dec. 31	26.2
<u>1960</u>	
March 31	26.1
June 30	28.9
Sept. 30	29.3
Dec. 31	28.0

All Other Trades

Date	Amount			Percentage Composition		
	Instalment	Charge	Total	Instalment	Charge	Total
	\$	\$	\$	%	%	%
<u>1959</u>						
March 31	31.7	70.7	102.4	31.0	69.0	100.0
June 30	31.1	80.4	111.5	27.9	72.1	100.0
Sept. 30	33.2	88.4	121.6	27.3	72.7	100.0
Dec. 31	33.4	93.1	126.5	26.4	73.6	100.0
<u>1960</u>						
March 31	29.6	75.6	105.2	28.1	71.9	100.0
June 30	29.6	83.4	113.0	26.2	73.8	100.0
Sept. 30	31.1	90.4	121.5	25.6	74.4	100.0
Dec. 31	30.7	85.3	116.0	26.5	73.5	100.0

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